SEVEN DAYS

PRINTERS'

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

INK

NUIANAPOLIS

Vm. CVIII, No. 11 New York, September 11, 1919

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Introducing the Whistler

It was our pleasure and privilege to introduce the Whater. Thru the million-tongued medium of printer's ink, we told how it could save 50 to 75% on tires—20 to 25% gasoline and cut wear and tear in thirds.

We were enthusiastic. Our enthusiasm and that of the Automatic Safety Tire Valve Corporation was reflected in the waspaper advertising—and in

he big, burly trade broadsides and lusty dealer helps.

The Whistler made jobber and

dealer friends at once. Healthy repeat orders coming in now evidence a strong consumer trade.

The rough road has been traveled and the Whistler is on the Lincoln Highway to a great commercial success.

We like to be associated with such a progressive, energetic concern. We take great pride in watching the "over-night" expansion and growth which can come from no other source than sound business vision plus well planned advertising.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

NTATIVE

BOSTO

CLEVELAND

CHICAGO

Farmers Have the Greatest Wealth and Power

There are 35 Million farmers.

It is estimated they possess over 50% of our entire wealth.

As food producers, they are comparatively independent.

All other classes depend for their very existence upon the farmers' crops and livestock.

In three years time their incomes have doubled, while their expenses have gone up less than those of any other class.

No political party can elect its candidate without the farmers' vote.

Our enthusiasm for the farm market and "STANDARD FARM PAPERS" is based upon the foregoing facts.

The Standard Farm Papers

(Over 1,000,000 Farm Homes)

The Ohio Farmer

Butablished 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Pennsylvania Farmer Established 1880 The Breeder's Gazette Established 1881

Wallaces' Farmer
Established 1895

Western Representatives STANDARD FARM PAPERS, INC., Conway Building, Chicago Progressive Farme Established 1886 Birmingham, Raleigh, Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

The Farmer, St. Paul Established 1882

Hoard's Dairyman

Eastern Representation
WALLACE C. RICHARDSON, Inc.
381 Fourth Ave., New York Or

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All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CVIII NEW YORK, SEPTEMBER 11, 1919

No. 11

Picking Salesmen

Recruits From the Newspaper Advertising Department, the Shipping Floor and the Retail Store Are Analyzed for Their Essential Characteristics

By A. H. Deute

Is there any particular kind of work which seems to fit a man best for selling?

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We find that the last five men we added to our sales force— selling an advertised brand of candy—have the following antecedents: one was a window-trimmer, one was a chauffeur, another was a mechanic, another was a former retail clerk, while another was a newspaper man.

And we have men who used to work for other houses, selling goods and others who have been in almost every kind of business imaginable. So far we have not found that any particular line of business seems to have a corner on material for future salesmen.

There is, however, one line of work which seems to be able to produce the largest percentage of successes for us and that is the advertising departments of newspapers. We have been most fortunate with new men taken from that branch of selling. Analyzing that fact, it seems that young men who get some actual experience selling newspaper advertising naturally develop a better appreciation for the value and importance of advertising than they probably would selling something else. Now, when these young men leave the newspaper and come into a line which consists of actual merchandise, they bring that newspaper experience with them. If it happens that their new line is an advertised line, they are able to bring to bear a well-grounded knowledge of the value of advertising to the retailer and to get full value out of the firm's adver-

tising.

One man in particular stands out prominently. He had made a success of selling advertising for a small-town daily before coming to us. When he went to work for us, he was able to go into town after town and point out so clearly to the merchants what our advertising meant to them that he placed the line in good quantity in nearly every town. He could show the dealer the importance of advertising for his own store and he secured the widest use of the electros we supply. The inches of space advertising our product for which he induced merchants to pay were more than any other four of our men succeeded in getting. His knowledge of the value of advertising to the merchant stood him in good stead and made him an exceedingly valuable man for our line.

Since then we have been partial to men with that sort of early training and in each case that realization of the value of advertising has proven to be a splendid business getter. It has demonstrated beyond doubt what a good working knowledge of advertising means to any salesman. In each case, these former newspaper men are free from the feeling that advertising done by the house really comes out of the pockets

of the salesmen.

One would think that the news-

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paper advertising department is almost the ideal recruiting ground for salesmen when the house advertises its product. But there seems to be one disease to which these newspaper boys are extremely susceptible and which is almost always fatal. It is the roving disposition which permeates so many newspaper men. They seem to get restless and need a change about every so often. But for the manufacturer who keeps a man on the road steadily and to whom a man of several years standing is a distinct asset, this tendency to wan-der off to new pastures is a dis-tinct source of danger. There seems to be a glamor about the newspaper business which draws a

man back to it. Probably the least profitable recruiting ground in our experience is the sales force of the competitor. This is becoming quite generally recognized. The competitor's salesman who comes to another house with his roll-call of customers under his arm and the claim that they are his and that he can deliver their business, is being taken less and less seriously. Many men argue that even if it is true that this particular salesman is strong enough to carry his territory with him (which, according to experience is rarely the case) that in itself is mighty good reason for not taking him on. will move along to some other house with his customers under his arm and all the time spent in trying to make a winner out of him will be wasted.

Another difficulty with the man from a competing house is his natural tendency to compare the rules and customs of the new house with the way the old house did it and he is found weakening himself and his ability to get orders by such thoughts and remarks as: "Now, when I was with So and So, we did that in another way." Or, "When I was with So and So, we used to give that dealer all the credit he wanted,"

Taken all in all, while the newspaper business seems to offer one of the best recruiting grounds, the force of the competitor's salesmen offers, as a rule, the very worst recruiting ground.

Many sales managers have made the statement that their best men are the men who came to then with good natural or partially developed possibilities as a saleman, backed up by a willingness to work hard but unhandicappel by past precedents, especially with a competing line.

MISPLACED SALESMEN WHO MAKE GOOD

The men we secured from such lines of work as boiler maker. truck driver and such kind and who have made good were, we feel sure, just men who should have been salesmen long ago but got into the wrong alley and had to be "discovered" before they could get out. One of the interesting jobs which the average sales manager has on his hands is the keeping on the lookout for good material, misplaced, and the trying to develop them into good consistent salesmen. From personal experience, they have less to unlearn and are more apt to be ready to learn.

We have all, at one time or another, turned to the retail store to give us material for making road men. And if we have gone in for this sort of thing to any great extent, we have found that the percentage of successes was more greater when we took men out of retail stores than when we took them out of the shipping room.

Some were good, some not so good and some proved downright failures.

At the same time, according to all the "dope," the bright, hardworking, ambitious young man who has had some real behind-the counter experience, who has the retail viewpoint and who has had first hand contact with the consumer—and who is anxious to ge ahead ought to stand a might good chance to make good be cause his preliminary training should indicate a first-class ground work on which to build.

While theoretically and of paper it is easy to prove that the



When "selling the feeling" sells the product —
The cat with a nose for comfort

Page 84-this weeks Digest

—A Perfection Heater

Advertisement

THE H.K. McCANN COMPANY
Advertising 61 Broadway, New York

CLEVELAND . SAN FRANCISCO . TORONTO . MONTREAL



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retail store-trained youngster has something concrete to offer and although the young retail clerk when he comes to you and applies for a job is very emphatic in his statement that he has studied the consumer trade and also watched the antics of countless road salesmen when they called on his boss and he can see right at a glance what they should and should not do, it nevertheless remains a fact that, in spite of all these protestations and theories, a goodly percentage of ex-retail clerks fail miserably on the road.

Now, recognizing the immense cost of picking the wrong men and having them fall down when actually on the road, it may be worth while to take the retail store clerk who is already on the road and also take into consideration a few that have been tried out and found wanting and dissect them and analyze them and peek inside of them and try to figure out the various angles to the retail clerk as a prospective salesman.

Of course, he has advantages. And it is needless to say that the

retail store viewpoint is of advantage, if properly used. Also, the consumer angle is of advantage

if properly used.

Realizing that the advantages take care of themselves and that the sales manager's job is to ferret out and overcome the weak points in the man, let us consider only those elements in the makeup of the average retail clerk who goes on the road and by cataloging them and suggesting the cures, tries to save the house the money which it is out every time a wrong man is picked or a man is permitted to go wrong.

Right here, it might not be amiss to make this statement: It does seem to me that the sales manager or whoever employs and trains new salesmen should be held to blame if they fall down, even more so than the salesman

himself.

Of course, now and then a man who seems to have every good attribute, runs entirely contrary to the appearance he makes, but in the great majority of cases, when a salesman who has been actually employed and trained fails to make good, the house is as much at fault as the salesman.

THE WEAKNESSES OF STORE MEN WHO TURN SALESMEN

But to get back to our retail store man who is now on the road.

His first great weakness comes from the nature of his training His customers come to him. He is used to stand behind the counter and say: "Good morning, Mrs. What is it to-day?

And Mrs. Jones says: "I want some canned tomatoes."

After she orders about so many items, he says: "Now, will that be all?" or, if he is a very unusual clerk, he will say: "By the way, we have just got in a case of newlaid caviar, which is really un-usually good and ought to fit in nicely for your dinner."

If Mrs. Jones takes the caviar,

he is convinced he is a salesman. If not, he knows it would not be good business to corner her and make her turn him down indefinitely while he still came back

with more arguments.

Then he politely sees Mrs. Jones to the door, makes a few remarks about how well little Freddie must be doing in school and what a fine new car Mr. Jones has, and passes gently on to the next curtomer who is doubtless waiting for him.

After he has done this for a few years, people begin to tell him what a fine salesman he is and traveling men, "kidding" him or "making themselves solid with pat him on the back the clerk" and flatter his vanity, and the first thing he knows, he has bought a new suit and gone to the nearest city and applied for a job.

And when he gets the job and starts to call on the trade, he has that inborn method of saying:
"What will you have, Mr. Jones"
and if Mr. Jones says, "Nothing
to-day. All stocked" he is too much inclined to take his word for it, to be cordial and polite, to say, "I'll see you next trip," and move on.

WOMAN'S WEARING APPAREL AND TOILET ACCESSORIES

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NEEDLECRAFT MAGAZINE

carried 16,455 lines of advertising during 1918, and 1919 already shows a splendid increase.

The million women who are yearly subscribers to Needlecraft Magazine constitute a vast, yet concentrated market for this class of merchandise.

Advertisers have discovered that they can give to their message a much desired touch of intimate appeal, owing to the readers' confidence in this magazine because of its practical, helpful, personal character.



Member A. B. C.

The very retail store training which he had hoped to capitalize has played him false and made him the courteous, gentlemanly order taker instead of the aggressive, business producing salesman.

So much for Weakness Number

One. Now for Number Two. He learned in the retail store that the thing to do is to give Mrs. Jones what she wants. talks and service bulletins and the house-organs of scores of manufacturers have taught him that he must not substitute, that he must give the customer what she

If Mrs. Jones asks for Red Star Tomatoes, that's what she must have, but if she comes back and complains about them or finds fault, he must assure her that his store has other brands which will Then, if no doubt please her. Mrs. Jones likes the other brand and Mrs. Smith likes it better, also, he immediately starts giving the preference to the brand which

seems to please.

He would not think of taking a can of his Red Star Tomatoes and maybe opening it to prove boldly and confidently to Mrs. Jones that she doesn't know what she is talking about, that what she wants is the Red Star Tomato and that what her friends at dinner want is that particular brand and that if she will only consider the facts, she will agree with him that it is the best tomato in the world and that unless she lays in a supply right now, while she has the chance, she may find the price higher next time she calls and that now is the time to get well stocked on this brand.

Naturally, he wouldn't go for Mrs. Jones that way. Can he be expected to go contrary to all his store training when he gets a job with the Red Star people and goes out selling just that one tomato?

JUST AN ORDER TAKER, AFTER ALL

In the retail end of the business, he carefully watched Mrs. Jones' likes and dislikes and gave her what she wanted. He did not attempt to influence her overly Maybe a suggestion now much.

and then, but never any aggressive forcing.

So when he walks into Brown's grocery store and Brown jumps squarely down his neck when he mentions Red Star Tomatoes, he finds himself suffering again from early training and instead of going in with both hands and proving to Brown that, far from being inferior, his tomato is exactly what Brown's trade ought to have and that what Brown wants to do is stock heavily and display well and make it plain that that tomato is all the style, he backs away and scurries away to the next prospect.

He goes in a little shaken and if he gets another rebuff, he is inwardly convinced that there must be something wrong with that item and he commences to collect kicks and objections and catalogues them to bring into the house, instead of going out and

putting it over.

As I am writing this, I have in mind a splendid man who has most of the qualifications which go to make a first-class salesman. He is gentlemanly, well educated, understands retail merchandising and is able to give the retail trade many excellent ideas. It is true he is quite successful, no doubt his retail experience is a distinct aid to him. But, on the other hand, if all he knew were our line and its merits and were he entirely free from that negative training which the retail store gives, he would be Looking much more successful. him over and watching him work, it is mighty evident that until he can throw off those retail store characteristics and mannerisms, he will never become the salesman he ought to be.

He still has that polite habit of inferring: "What will you have? He still has that deep down trait We have of the order taker. taken him off alone and we have discussed plainly the handicaps from which he suffers and we hope to be able to eradicate them. We believe that the first essential is that both he and I understand his weaknesses and his difficulties

(Continued on page 211)

Say "Hello, Brooklyn!" at our expense when seeking any sort of information about this big market.

Telephone or telegraph, reversing the charges to The Standard Union.

This means you, no matter how far away.

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How Shall the Lesser Products Be Advertised?

Here Is One Man's Solution; What Is Yours?

By J. M. Campbell

IT is easy to ask the question. It isn't easy to answer it. Like most questions connected with advertising, the answer is apt to be, "It all depends." And yet it should be possible to reach certain general conclusions which will be helpful to the manufacturer who has, besides a "leader," a number of "lesser" products.

Let me say, however, that my purpose in writing this is not so

much to answer the question as to start a ball rolling which will get somewhere. When I have said my say, I hope that someone else several someone elses-will take a hand in the game. As far as my knowledge goes, the question has never been answered satisfactorily. One advertiser has one method; another, another. Then, again, many advertisers stick to the belief that it is not wise to advertise more than one product. It seems to be their idea that a "leader" will sell their other products. Of course it will help. The mere fact that a product is made by the manufacturer of another, but better known product is in its favor. But isn't it stretching things a bit to expect the advertising of a talcum powder, for example, to do very much toward selling an unadvertised shaving cream or a tooth paste?

In the last analysis, every product stands on its own bottom. And nine times in ten, the reason the "lesser" products are lesser is because they are advertised less. For this there may be very good reasons—policy reasons, sales reasons, market reasons, manufacturing reasons or reasons of expense.

Still, most manufacturers make "lesser" products and the problem that confronts them is, "How shall they be advertised?"—preferably at trifling expense, or none at all. That's right, none at all. For this

must not be forgotten—the mere fact that there are "lesser" products means that there is one product (and maybe more) which is greater. Right there is the advertiser's opportunity—he can use his leader as sales-maker for his "lesser" products. And by the same token, he can use his "lesser" products to help build up the sale of his leader—and the other "lesser" products, as well.

AN OPPORTUNITY GONE TO SEED

Please-please don't tell me that every advertiser does that. Every advertiser does not. Comparatively few do. Just why this is so is one of life's mysteries. But it is so. On their containers (or wrappers) you find no reference to their other products—not a word Is this due to carelessness, indifference, thoughtlessness or over-sight? It makes no difference what the cause, the fact is that manufacturers who do not utilize their containers—or wrappers—to advertise their other products are overlooking a very valuable advertising opportunity-which costs nothing. Merely to list the other products by name is of some value. To describe them in more or less detail is better still. It may be that there is not enough space on container or wrapper to do this. In that case, a little leaflet will meet the requirements of the situation.

But after all, this matter of utilizing containers or wrappers is only one of the things that can be done to advertise the "lesser" products. If there is a similarity in products, it would seem wise that there should be a certain similarity in the way they are packaged—a similarity in shape, color or colors of labels. The resemblance should not be too close—just enough to suggest that the

CHICAGO

The Central Location for Printing and Publishing

Printing and Advertising Advisers

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Day and Night Service All the Year Around

One of the Largest and Most Completely Equipped Printing Plants in the United States

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a large or small Catalogue or Publication to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a Large and Reliable Printing House.

Business Methods and Financial Standing

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication PRINTERS

Artists-Engravers-Electrotypers

Polk & La Salle Streets

CHICAGO, ILL.

Telephone Wabash 3381-Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

T.OI CHIES

products are made by the same manufacturer. Armour's products are offered as good examples. Heinz', too. And Campbell's soups.

I hat's right, none at air.

"Institutional" advertising has come in for a good deal of criticism in recent years. The state-ment is often made that institutional advertising is the refuge of advertising writers who are unwilling to subject their work to the test of results. That may be true. But institutional advertising can be used to excellent advantage for the "lesser" products. "Sell" the house-its policies, its standards of manufacturing, the excellence of its products for the purposes for which they are used in the first few paragraphs. Then describe-each by itselfeach product.

From time to time, Mennen has done this, admirably. The Fairbanks' "O.K." advertising is an-

other good example.

If, as is often the case, there is a marked discrepancy in the distribution of products, that fact must be kept in mind in preparing copy. Some manufacturers have had the courage or the intelligence to turn that fact to their advantage-"not every dealer carries these goods in stock. You will find them only in the highest grade stores."

Sampling, too, can be made very effective for the "lesser" products. A coupon which is accepted in full or partial payment for one of the "lesser" products can be enclosed in every second, third, fourth or fifth package of the leading prod-

uct.

To sum things up, I suggest, as my contribution toward the sym-posium "How Shall the Lesser Products Be Advertised?":

(1) That there be a certain family resemblance between all the packages, containing a manufacturer's products.

(2) That each package be utilized to help build up the sale of every other product.

(3) That some form of automatic sampling be adopted,

(4) That a modified form of "institutional" advertising be used. Next!

The Daddy of Them All. Perhaps

NEW YORK, Sept. 2, 1919.

Editor of PRINTERS' INK:

Slogans! Slogans! Slogans! Slogans to the right of us. Slogans to the left of us. Slogans before us, alogans behind us. Columns of Slogans. Pages of Slogans. And yet, ye Gods, not mention of the most famous Slogans of them all.

"Absolutely Pure"
"Bake it with Royal and be Sure"

Dupree Returns to Seeds Agency

Herman J. Dupree, who has been a first lieutenant, infantry, in the American Expeditionary Forces, is again with the Russel M. Seeds Co., Inc., Indianapolis, advertising agency. Before entering the service of the Seeds agency, Mr. Dupree was advertising manager of the Remy Electric Company, ger of Chicago.

Bogardus, Sales Manager. Brandt Advertising Co.

C. E. Bogardus, who has been a men-ber of the sales department of the Street Railways Advertising Company, Chicago, the Curtis Publishing Con-pany, Philadelphia, and Critchfield & Company, Chicago, has been made manager of the sales department of the Brandt Advertising Company, Chicago.

John G. Normann With Simmons-Boardman

John G. Normann, former advertising manager of National Marine, Washington, D. C., and later advertising manager of Transportation, New York, is now a member of the business staff of the "Shipbuilding Cyclopedia," a publication of the Simmons-Boardman Publishing Co., New York.

Stanley Clark Advanced With Eisemann Magneto

E. Stanley Clark, who has been ideatified with The Eisemann Magneto Corporation for two years, has been appointed advertising manager, with headquarters in Brooklyn. He has been connected with the printing and publicity department of the corporation.

Truper Advanced With New York "Times"

John H. Truper, who has been head of the contract department of the New York Times, has been appointed assistant advertising manager, to succeed the late Ezra M. Wilkins. Mr. Truper has been with the Times for six years.

Your Sales Manager Will Tell You

— that the fruit belt of America is bearing crops that mean fortunes for the growers.

—that economic laws governing supply and demand are only made possible through equal coordination of the producer and consumer.

In order to supply their demand, the fruit growers look for modern labor saving devices and comforts that will insure proper cultivation and distribution of their crops. The American Fruit Grower goes into the homes of hundreds of thousands in the heart of the fruit belt.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher

Collier'S

Collier's, The National Weekly



From Sun to Sun with 3-in-One

All through the busy day, hustling, efficient business matur-3-in-One,

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For Clanning and Polishing—3-in-One remove dit is gringe from office desks and all the lavaisme, flow is accordingly. Eliminatus natives exception. Polishes handled without leaving a groupy norface or one that will finguise unity. Proserves founds and used. Koops gelf clash pit macks and fill-being rate in exacilient condition.

For Proceeding State—Lin-One sinh tons de misser pr of all metals, forming a mainter proof presents that we reb all quely. Used and recommended by usest presenfernarius manufacturers.

3-m-One is said at all covers. East of the Rechy Measures States, 15c, 25c and 5ke in ball also in Fit Handy Oil Case.

All the varied user for 1-st-Close are latest and explained in the Dictionary packed with real bastle and zero with every sample. Fix E=Request shows on a past card, or our the components

Three-In-One Oil and Collier's

Three-In-One Oil has been advertised in national magazines for thirteen years.

Collier's has been used consistently each year, and more Three-In-One advertising has appeared in Collier's than in any other general publication.

Collier's

J. E. WILLIAMS, Advertising Manager

August Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of August, 1919:

Books The Daily News, 6,623 lines. Next highest score, 6,395 lines.	FIRST!
Clothing THE DAILY NEWS The Daily News, 123,130 lines. Next highest score, 101,496 lines.	FIRST!
Department Stores THE DAILY NEWS The Daily News, 262,461 lines. Next highest score, 164,074 lines.	FIRST!
Educational THE DAILY NEWS The Daily News, 35,501 lines. Next highest score, 23,791 lines.	FIRST!
Furniture THE DAILY NEWS The Daily News, 43,553 lines. Next highest score, 23,696 lines.	FIRST!
Jewelers THE DAILY NEWS The Daily News, 5,759 lines. Next highest score, 5,350 lines.	FIRST!
Musical Instruments THE DAILY NEWS The Daily News, 18,394 lines. Next bighest score, 15,670 lines.	FIRST!
Total Display Advertising -THE DAILY NEWS The Daily News, 765,105 lines. Next highest score, 603,097 lines.	FIRST!

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

No Let Up in Advertising to Dealers, Though Oversold

Hoover Suction Sweeper Company Thinks in the Future Tense When It Considers Business Paper Advertising-Dealer Helps, Also, Continue Unabated

By G. A. Nichols

FTER you have sold all the A dealers you can possibly handle for a time, when your business has grown to an extent that makes you want to avoid taking on any new customers, should you discontinue advertising in dealer mediums?

The Hoover Suction Sweeper Company answers "no" to this

question.

Right now the Hoover company even after doubling its produc-tion finds that it will have more than plenty to do if it supplies the demands that probably will be made by the dealers who are

handling its product.

But it decided to keep right on with its advertising to retailers. The copy was changed, however, from the direct selling to the institutional kind. Instead of talking specifically upon the Hoover sweeper the copy now strives to sell the dealer more thoroughly on the company-upon the dependability of its products, upon the big asset the dealer has in the Hoover

This advertising is placed as part of the company's general plan to keep its customers sold. The dealer, take him as a class. needs to have his courage revived every now and then. He needs a periodical treatment of petting. No matter how thoroughly impressed he may be as to the merits of the article he is selling he likes to read in his business paper about those merits. Somehow, a well known fact seems to gain in strength after it has been put in plain cold print.

Hoover has another object also in keeping its name in this manner before retailers in general

There is rivalry between Hoover retail dealers. When there is any difficulty experienced in getting

enough sweepers, as often has been the case of late, the smaller retailer may imagine that the big fellow is getting the better of it and that the company is favoring him by giving him more than his share of sweepers. The big share of sweepers. The big dealer, on the other hand, may imagine the manufacturer is catering to the smaller dealer because of the greater outlet possible through the larger number of this class of stores.

If Hoover, just because it does not need any new retail customers just now, should stop its advertising in dealer mediums, the small retailer might regard this as evidence that his large rival actually were being favored and vice versa. It might create the idea that the company were not exactly fair and impartial in its distribution.

So the dealer advertising is continued. In this way, the company not only convinces its present customers of the absolute integrity of its intentions but it keeps its advertising good will very much alive so far as its non-customers are concerned. It is going to want more retailer customers after a while. It realizes that it will get them easier and less expensively if it advertises to them now.

Hoover with its, greatly creased production has actually in sight right now just about all the business it can handle during 1920. Yet it has practically tripled its advertising appropriation for that year. It will continue its institutional advertising to retailers. It will increase the extent of its dealer helps. It will appear in consumer mediums in a bigger, more impressive and more widespread way than ever before. It does this not because it needs more business in 1920 but that in 1921, 1922 and the succeeding

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years it may get to the fullest extent the cumulative value of the advertising it is doing now and that it did five years ago and ten

vears ago.

This is an example of approaching an advertising problem in a far-sighted and thoroughly big way. It is an interesting recog-nition of the principle that the cumulative result is the big thing to be sought for in advertising. This was exactly the idea followed by numerous concerns during the war which advertised even though they could not supply the demand for their goods.

If Hoover went on the plan followed by some concerns when their demand exceeds their supply, it not only would save money on cutting down on its dealer and consumer advertising but also on its dealer helps. Co-operation with the dealer, the way this company carries it out, costs money. This could be shortened abridged and still all the suction sweepers that it could make this vear, next year and the year after would get into the hands of users.

But the company takes a broad view of dealer helps. It regards them as an inseparable unit of its general advertising appeal. Very properly and correctly it has decided that the efficient dealer is really the biggest and most important factor in getting its suction sweepers to the people. Let down even a trifle in dealer helps now and next year, and the result inevitably would be that the company eventually would not be able to live up to its enlarged oppor-When a manufacturer tunities. builds up a dealer he has a live asset just as much as is the case when he builds up an efficient salesman or good will advertising in newspapers or magazines.

A PRINTERS' INK representative asked H. E. Hoover, advertising manager, how he managed to keep the dealer sold on the matter of retailer co-operation and how he made sure that the dealer used the helps that were given him. This question brought up the fact that the company solves this problem much in the way followed by Libby, McNeill & Libby, as noted in last week's issue of PRINTERS' INK. Hoover depends upon personal contact and direction, not leaving it to the dealer to place his own interpretation upon the value of dealer helps and use them or not just as he pleases.

"In the first place," "In the first place," said Mr. Hoover, "we thoroughly sell our salesmen on the subject of dealer helps. If a salesman cannot or will not co-operate with us in this particular we cannot use him any more than we could a salesman who was not sold on the merits of our suction sweeper and who was . not willing to be ready to tell and demonstrate these merits to the

dealer.

You probably have noticed in our advertising that we never attempt to show how the suction sweeper works. We tell what it We reiterate in various does. ways that it beats, it sweeps and it cleans. We advertise in a general way to the dealer. We advertise in the same way to the consumer. using a great variety of mediums over the country. We seek in all this to make Hoover the national name to be thought of in connection with suction sweepers. We seek to convey the idea by pictures and words that this sweeper not only sweeps but that it beats and it cleans.

"We insist therefore first of all that our salesmen be thoroughly acquainted with the Hoover suction sweeper. They must know how to use all its attachments and how to bring out all its qualities of sweeping, beating and cleaning. The salesman teaches this to the dealer-an easy thing to learn of course-and then the retailer in turn demonstrates it to his cus-

tomers.

"Personal demonstration is the thing in selling suction sweepers. We don't want them sold in any other way. If a woman buys one of these sweepers and finds she is not able to use it in a one hundred per cent efficient way; if there are some attachments she does not understand, then the dealer must go back to her again and show her how to use it.

"At the very beginning when a dealer takes on a line of our sweepers the salesman endeavors to impress him with the greatness of the asset he has in our elaborate advertising. He is told that this wide spread national publicity creates a demand for Hoover suction sweepers that will bring him a profit only in proportion to the efficiency of his co-operation. He is shown how we help him do local advertising in the way of using newspapers, circulars and window trimming that will enable him directly to hook up his store and his personal advertising appeal with the national advertising

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Too often it is taken as a matter of course that the dealer understands the advantages that can come to him through handling a nationally advertised article. a great many do not, except in a very general way. Many more have no conception of the way to reach out, grasp the good will that is being created by national advertising, put it into their own advertising and use it to promote their individual selling interests. Hoover, by making it plain that its dealer helps form the connecting link which can transfer to the local advertising the benefits of the national campaign, finds it easy to sell the retailer on the value of these helps. Right here it goes a long way toward making it reasonably sure that the dealer is going to do his best to use the. highly valuable asset that can be his without cost.

When a Hoover salesman first sells a retailer, he makes sure that his customer understands about the selling helps. These are being developed all the time and are listed in the "Advertising and Sales Bulletin" which goes to every customer of the house. The retailer is encouraged to write for any advertising or display matter that he may need. This is sent to him without charge with full directions for using it. Seldom, if ever, is anything in this line sent to the dealer until it is requested.

The dealer can get from the company almost any kind of ad-

vertising or display helps he requires. He can get mats or electrotypes of advertisements to use in his home newspaper. These are made complete by the addition of his store name. There is no charge for the service department's work in this particular or for the mats or electros. But the dealer pays for inserting them in the newspaper.

Then in each issue of the Bulletin are listed some new moving picture slides which are at the free disposal of the dealer—also some attractive window cards and cutouts. There also are printed cards and folders for insertion in the retailer's mail. There are electrical display contrivances for use in the window and metal signs

to hang in the store.

The Hoover plan of co-operating with the retailer makes much window trimming and direct of mail work on the part of the dealer. Hence every month there is some new piece of direct advertising matter which can be sent to the dealer's trade. One of the current offerings is a novel penny mailer for a direct-by-mail cam-This is a process printed paign. folder reflecting the Hoover national advertising. It contains a return postcard printed to the dealer's order in which he can offer a free trial of a sweeper, state liberal terms or simply invite the people to call. All the dealer needs do is to send in a list of his customers and the folders will be sent out. There is no charge to him for the folder or the special printing. All he pays is the cost of the postage-a penny apiece.

The salesmen on their periodical visits to the dealers are supposed to check up on the way the dealers are making use of the advertising and window trimming helps. If, for example, a dealer has one of the company's electric window flashes which he is not using he is advised to make use of it at once or it will be given to somebody else. The salesman probably will insist on trimming the window himself then and there, making the fixture a part of it. Simple

negligence rather than any lack of good will or appreciation is usually at the bottom of the retailer's failure to use a fixture of this kind.

The deferred payment proposition is quite an important thing in the sale of such items as suction sweepers, electric washing machines, electric sewing machines and other of the more luxurious types of household equipment. The housewife usually is the purchaser. Seldom does she have at her immediate disposal enough ready money to pay cash for a thing of that kind. But if she can be made to see that the article she wants can practically pay its own way through a saving of time or material and that the money part of the transaction can be taken care of in convenient monthly installments, she generally is sold.

A woman who has had unsatisfactory experience in getting her cleaning done by outside help will listen closely when she hears she can buy a suction sweeper for the money she would pay out for this help.

Selling arguments like these are of course impressed upon the dealers. They are so absolutely sound and are based so closely upon human nature and present conditions that they usually sell sweepers whenever they are applied.

The company co-operates with its retailers in the collection end also. There is a carefully outlined plan for selling on deferred payments and for seeing that the payments are made promptly. Each retailer is given a series of collection follow-up letters which have brought good results.

After absorbing a succession of increases in production costs the company has found it necessary to raise the price of its sweepers to make them sell for \$65,00 at retail—an increase of \$7.50. The increase, being merely nominal, can be made without the slightest interference in sales. The Hoover company has not featured price in its advertising. If the nation-wide consumer advertising during the last four or five years had been featuring \$57.50 as the retail

price, a very considerable part of the advertising prestige and good will that has been built up would be sacrificed by raising the price now. This would bring about an undesirable situation for the retailers. If they in co-operation with the company had given publicity to the lower price they would feel that a large portion of their own efforts had been expended in vain and doubtless would resent the higher price for that reason even though they might recognize its absolute fairness and necessity.

The matter of featuring price in connection with an advertised article is something that has to be approached with the utmost care. Probably in the light of the experience manufacturers have had in the last year or two in the way of rising costs, they will be more conservative hereafter in the matter of attaching price to a name. Allowance must be made for possible changes in economic and selling conditions. It often times is impossible to look ahead and foresee anything like the extent of the demand advertising is likely to create.

If the price proves too high it very easily can be lowered and the very best of advertising gained thereby. But adding to the price after a thing has come to be associated with a certain selling figure is a risky proposition as many manufacturers, jobbers and retailers have found to their great discomfiture of late.

Anyway these days people care more for quality than for not at hing runs up into money at all it ought to be marketed on the basis of performance, service, wearing power or whatever the case may be and not upon price.

Even the retail five and ten cent stores are getting away to a certain extent from the price anneal. It used to be their proud assertion that they sold nothing above ten cents. This is ancient history now so far as the independent retailers are concerned. They now place emphasis upon value rather than upon specific price. They sell goods up to a dollar or more.

"In lean times, the farmer sows and reaps with superlative care and winnows every grain. With harvests that burst his granaries, he is apt to grow careless. But principles are principles, just the same, and every advertising dollar should be made to do one hundred cents' worth of work, more than ever now that the opportunity is so wonderful."

-Richard A. Foley, in Newspaperdom.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

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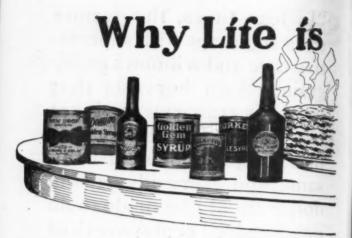
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Copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



THE mother who used to say "Jimmy, run down to the store and get me 15 cents, worth of molasses," now has a daughter who says "James, run down to Smith's and get Mother a bottle of Jones' syrup."

¶ It's a far cry from the day when the corner grocery used to have big barrels of molasses with a fleet of various sized measures handy—a layer of sawdust to catch the drip and a few flies doing picket duty—to the modern grocery with its neatly arranged bottles and cans of trademarked syrups and molasses.

¶ Business in molasses and syrups, like everything else that has felt the magic touch of advertising, has mounted by leaps and bounds with a consequent advantage to the consumer represented by package goods and a means of identifying quality.

¶ Unless you had canvassed the situation you would doubtless be surprised to find that there are twenty brands of packaged table syrups and molasses on sale in Baltimore to-day. Of the dealers interviewed during The NEWS investigation of these commodities, recently completed, 83% reported their sales were all packaged goods. Thirteen per cent. reported "mostly" packaged goods while only 2% were found who still did a larger bulk business.

¶ Names of all the brands, names of manufacturers, number of stores in which found, percentage of distribution, best sellers, seasons, individual reports of nine wholesale grocery houses, six down-town retail groces

Sweetest in Baltimore

and ninety-four neighborhood grocers, together with general information on the Baltimore market, make up as interesting a report of 43 pages (letter size) as has ever been issued on this particular commodity in any city.

¶ And that isn't all. The attitude of the grocer, the matter of profits chain store competition, co-operation with advertising, good will and other points are covered frankly, and regardless of whether the information "listens" good or bad—the idea being to present the facts as we found them and to pass them on for whatever constructive purpose they may serve.

¶ In the interests of a closer co-operation between manufacturer and retailer The NEWS is prepared to place a copy of this report in the hands of manufacturers, advertising agents and distributors who are interested in the Baltimore market, with the understanding, of course, that a request in no sense obligates you or commits you.

Manufacturers, Advertising Agents and Distributors can without obligation take advantage of the detailed information contained in this report by addressing

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL Eastern Representative Tribune Building New York

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Western Representative First Nat'l Bank Bldg. Chicago

Well-Groomed Advertising Literature

AMAN wearing cheap Bowery "handme-downs" would not be likely to make a good impression on Broadway or Fifth Avenue, nor would a man "dressed to kill" in raiment that screamed of the dollar mark, evoke more than a smile or a mildly curious glance.

Good taste is universal, and is recognized wherever it appears, in printing as in clothes. No one would think of putting a babyblue cover on a locomotive catalog, nor of printing a modiste's fall announcement in funeral tones. These are technical errors of the obvious sort known to the layman. But what of the many things—both to do and to guard against—which are known only to the experienced printer, the little things which go to make perfection?

To develop the last ounce of effectiveness the job must be done right.

CHARLES FRANCIS PRESS

THE ADDRESS IS

461 EIGHTH AVENUE, NEW YORK THE TELEPHONE NUMBER IS GREELEY 3210

THE STREET OF THE STREET

The Big City Sales Problem Is Only the Small Town Problem Multiplied

The Trouble with Some Manufacturers Is That They Jump Over the Residential Suburbs to Arrive at the Big-Store District

A TTACK should be trated against density of TTACK should be concenpopulation and results measured according to success achieved thereby," is Rule One, of the Sales

Manager's Manual.

Strictly interpreted, it implies that the manufacturer should distribute the dominating part of his product in the Greater New York, Greater Boston, Greater Chicago Districts, etc., because there we find the most congested population in all America.

What really happens, however, is that practically all of us interested in selling, tear Page One from our Manual and begin with Page Two which deals with "Town Analysis and Per Capita Quotas."

Town Analysis is a well defined proposition with any organization making the slightest pretense of sales management. It is true the method varies from a guess about potential possibilities - such We should get \$5,000 out of Lawrence, Kansas, or, \$20,000 out of Chester, Pennsylvania"-down to per capita estimates and classifications as to manufacturing, agricultural, mining or railroad centres. But the point is that town analysis has established itself.

City analysis, however, especially as applied to centres like Boston, New York, Philadelphia, Cleveland or Detroit is the exception rather than the rule. The motto "The city is different" seems to be written in red ink under the glass top of the average sales executive, if indeed he ever gets beyond the stage of exulting over the fact that he gets good business out of New

York or Chicago.

And there is also the type of salesman, who perchance heads the list for his concern, but who has never learned that Philadelphia means more than the distance from Lit Bros. to Wanamaker's, that

Chicago has something beside the Loop, that Boston has other busi-ness centres beside Washington and Tremont streets, that Cleve-land has crossed over the Ninth street deadline on one hand and the Viaduct on the other, or who never gets farther outside of Detroit's business centre than the De-

troit Athletic Club.

Way down in our hearts most of us, even the most confirmed analysists "duck" or ignore the application of per capita tests to We know that the sales cities. chart which we parade before the Chief when Kansas, Oklahoma or Texas is under consideration is carefully hidden when the big city under discussion. Also we know that if the Boss is from Missouri and not stalled by boasts about having just sold the ex-clusive agency to "Up & Doing, Inc.," the best store organization in New York or St. Louis, we fall back on the sales manager's perpetual apology-New York is different-Chicago is different, etc.

ANALYSIS OF MARKET AFFORDED BY RIG CITIES

Of course, this palliation is partially correct, for the city is different, but that is no reason for a lack of intelligent sales planning. The sales manager's task is to find out wherein it differs and what magic key is required to unlock the doors.

As sure as the sun rises and sets, the job of the United Cigar Stores Company in "smokes" and the General Chemical Company grocery products may be paralleled by ambitious executives entrusted with ordinary lines of merchan-

To quote Bill Shakespeare, "The fault, Brutus, is not with others but with ourselves." Any golfer will understand me when I say that big city selling is a water hole

which we hate to play, because the hazard is great and the pickings easier in the cities of twenty-five to one hundred thousand,

"Granted," you say, "but how will the revolution be accomplished?" A fair question and I answer that the trail is long and that before we start on it we must get back to first principles and right our mental attitude toward the city. We must face the fact that we are timorous about it. We must acknowledge our weaknesses in the matter of big city per capita selling without apology and we must get the proper perspective of what the city really is.

DISSECTING A BIG CITY'S SALES POSSIBILITIES

In one of the "Great Lake" cities, there's a young sales executive who has accomplished the task of making city sales excel the State, and the State sales would make any sales manager wear a bouquet, or expect one, when he made his monthly report.

This man attributes his success primarily to a refusal to see his big city as a single unit. Instead, he has carefully divided it into the old township and village districts that existed before the greater city was inaugurated.

Study and contact—he was originally a "city pavement pounder"—has convinced him that the currents of the city do not ebb and flow solely around the City Hall, but that in the original village communities are eddies on whose sweep depend the purchasing movement and power of the city itself.

As an example, the following illustration taken from one centre populated almost entirely by Poles, is a typical one. Last spring when the Jews were parading in the big cities as a protest against the pogroms of the new Polish Republic, the Poles in this district, in retaliation, quietly bovcotted the Jewish merchants. Undoubtedly this action was general and yet so far as I was able to establish with frequent inquiry, this man was the only sales manager who knew that this boycott was on or took any steps to find out how it was affect-

ing his business or how it might be overcome.

Roy Mott, for that's his name, isn't afraid of per capita consumption statistics as applied to city. In front of his desk at the office and in his den at home is a map of his city. Every possible purchaser of his merchandise is represented by the ubiquitous tack. Every tack is colored according to whether or not it represents a customer, and both customers and possible customers are classified according to desirability, outlet and actual sales from his house.

He wastes no time trying to sell pink pajamas on the south side where they either wear night shirts or go to bed in their socks, neither is he trying to sell work shirts in the silk-stocking district.

He knows the hobby and the prejudice of every merchant big and little, keeping them tabulated like a race-track dope sheet.

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With him, how to win the haberdasher out at Five Corners is just as much of an important problem as getting the department store on the Avenue.

His men that hit the byways are not turned loose with the broad instruction to "go to it," as is so frequently the case with the men who cover the Third Avenues, One Hundred and Twenty-fifth streets, Ridge Roads and Cottage Grove Boulevards of our big cities.

When they start out on Monday morning they leave with memoranda of a Saturday's conference that deals in discussion of individuals and individual problems. Old Mr. Pep, Mr. Punch and Mr. Hip Hurrah are locked outside the conference room and the small "piker" merchant whom the average sales manager would ignore is placed on the dissecting table.

The constant quest is to put this man under obligation, to open the account through prompt service on a commodity that is in demand and

Of course, the job is not easy. The little man's likes and dislikes are apt to be more strongly embedded than the big fellow's.

With this in mind I asked Mott to what he attributed his success. He answered, "Fight, Fords and follow up and the greatest of these is 'follow up.' We never say die on any individual, keeping after him until he eventually gives in.

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Mott cess. "Under our system of Ford canvassing we can switch men from one section to another easily, as well as cover all our territory at least once a week. If the man with college clothes and breezy manner is failing to win the explumber down in the Hamtrack district, out goes a man who looks as if he could talk els, joints and drainage. And if he doesn't make good we send out a reserve and so on until we finally win."

CITIES AN UNTRIED FIELD

Within the past few years it has frequently been the writer's job to analyze big city conditions in an effort to find out the "why" of obvious inability to make sales jibe with per capita estimates. The net result of practically every investigation has been to prove that no-body—local representative or sales director—had any adequate conception of the big city field.

It may sound like exaggeration but it's true as gospel that one advertiser of theoretically represented in New York had men there who were confining their efforts to Manhattan alone and to below 72d Street at that. Brooklyn, Queens, Richmond, the Bronx with its population bigger than Clevelandwere a closed book, as were the towns along the Jersey side of the Hudson—Jersey City, Hoboken, Hill, Weehawken, West Union York and Newark. New Philadelphia man occasionally got as far away from Market Street as Walnut (two blocks south) but did not know that in the northeastern section alone were three stores that would sign hosiery orders running into the thousands without blinking.

The manufacturer of a specialty product was paying a bonus for exclusive Chicago Loop representation, omitting altogether the 12th Street district and beyond, when a campaign based on investigation obtained representation on the

The George L. Dyer Company 4.2 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

"Elevated circuit" as Bert Taylor would say, that paralleled Loop sales.

Nor does this lack of big city knowledge lie alone in ignorance of city retailing expansion. A union-suit organization was ignoring entirely a certain city because it was not a union-suit town, while the buyer for the biggest underwear outlet was boasting that seventy-five per cent of his business was on union garments for both men and boys.

Another common fault is that the selling and advertising appeal to big cities is standardized to but one class of trade—the big centrally located dealers. Local prejudices and provincialisms are

entirely ignored.

How wrong this is, a comparison with the United Cigar Stores system will show. No more thorough type of single standard store arrangement, merchandising and pricing can be found in all America. The avowed plan of the U. C. S. company is to make it possible for a man to go into any red front store in any town and city and get the same cigar or cigarette that he gets at home. Also it aims to have every bit of stock go into the same shelf or bin so that clerk transfer does not mean a new study of stock.

And yet in Greater New York they divide Manhattan into three districts—the financial and brokerage section, the East Side and the West Side. Stock dominance and display is balanced by the classes served in these three sections.

If such a standardized system of selling calls for flexibility when it enters the big city, can the average organization hope to be a successful big city seller if it persists in looking upon the city as a single unit?

Again, cities have their ingrained buying customs created by circumstances or past habits that frequently make metropolitan city selling entirely different from the selling of smaller cities and towns.

Manufacturer after manufacturer breaks his back trying to get New York dealers to buv in advance of the season, and fumes, frets and calls them fools when threats of coming opening season advances fail to impel purchasing.

What they are overlooking is that New York is an immediate-delivery market, made so by the fact that it is contiguous to the manufacturing centres and ware-houses for textiles, appareling, etc.

The New York retailer knows that somebody is always coming round with goods for immediate delivery. The Newark or Brooklyn sweater manufacturer needs quick money for his payroll. The lower Fifth Avenue clothing man wants to clean up to meet a piece goods bill. The Cohoes underwear organization wants to get money to anticipate yarn payments.

anticipate yarn payments. Macy's Friday morning sample lineup is a brilliant illustration. You'll find them outside the Thirty-fifth Street door before opening hours. The rich, the poor, the halt and the blind, all there and all with spot goods to offer for spot cash.

Don't let the market's size or its "hard shell" frighten you. The big city is merely a collection of towns and just as open to analysis if you spend time and effort in proportion to population and possibilities.

Get at the big city in a big way, but a detailed way. Take it step by step, street by street, district by district. Think of the Bellnord Apartments, for instance, on upper Broadway, as the abode of a small village's population.

Realize that New York or Chicago or Boston is too big for two men or for ten. Use an army, not a corporal's guard. The expense is big but the prize also is big.

Bokel Account With Wood, Putnam & Wood

The account of the J. A. Bokel Company, manufacturer of Cherry Pepsia and Cherry Pepsia Tonic, has been obtained by the Baltimore office of Wood, Putnam & Wood, Inc., Boston.

Peguillan Sails for France

Ralph Peguillan of the foreign department of Collin Armstrong, En-New York, is leaving New York this week, sailing on the S. S. "Chleago," to spend a year at the Paris office of this company.



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Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

The People's Home Journal

For 34 Years the Magazine for Every Member of the Family

Signs With Raised White Oplex Letters

TOWNS

T is the fact that Oplex letters are <u>raised</u> and white, that gives them distinction—makes them stand out from all the other signs.

When the lights are on, each letter has a clean-cut outline, a solid letter of light.

The daytime effect is almost as striking—raised, white letters on a dark background.

You need Oplex Signs as the fina "tie up" for your advertising cam paign, to hang right at the dealer doors and show people where the goods can be bought.

Your trademark can be perfect reproduced in Oplex characters

Tell us something of your Sign needs so we can send you a Sketch.

Flexiume Sign Co. Riccirical Advartising

fic Coast Distributors
Canadian Distributors
Ciric Products Corp.
The Floxismuc Sign Co., Ltd.
Toronto, Ont.

PRINTERS

The Coming Navy Recruiting Campaign

The First Effort of the Advertising Agencies Corporation May Bring an Unofficial Government Advertising Bureau

THE United States Navy will employ paid advertising in 7,000 newspapers for recruiting purposes from September 22 to November 15. These are the bare facts, which in themselves foreshadow a paid advertising campaign on a scale which involves an expenditure of \$300,000. Though these facts, which reveal the scope, are important, yet the organization which will conduct the campaign is of far more importance, for the navy recruiting campaign is only the first effort of the organization.

The organization is the Advertising Agencies Corporation, of which William H. Johns, who was head of the Division of Advertising of the Committee on Public Information, is president, and James O'Shaughnessy, secretary of the American Association of Advertising Agencies, is general manager. This corporation is manager. corporation composed of 117 advertising agencies, which agencies with their branch offices afford the corporation 165 offices in various parts of

the country. The corporation presents no outward evidence of a violent departure from established precedent. It is built upon the experience of the past. It is clearly, as far as the outward appearance is concerned, a revival of the Division of Advertising of the Committee on Public Information. The Division of Advertising of the Committee on Public Information taught the Government the value of advertising. The Government now believes that certain of its desires can be more speedily and effectively fulfilled through paid advertising. But the problem of the distribution of paid advertising was a difficult one. Imagine a situation in which the Government itself should undertake to distribute paid advertising.

official Washington approval of advertising would soon be reversed.

The Advertising Agencies Corporation came into being for the purpose of keeping Government advertising out of politics, With all political considerations eliminated, it was believed that the Government's peace-time advertising demands could be fulfilled by the co-operative efforts of established agencies. The plan of the corporation calls for the action of 117 agencies as one body whenever Government paid advertising is requested.

The Government was shown that the corporation had invited, and invites all agencies that could show themselves to be sound and constructive forces in advertising as members of its organization.

THE GOVERNMENT'S ADVERTISING ORGANIZATION

The navy recruiting campaign is the Government's answer to the corporation, and with it comes the first test of the corporation. Every measure of co-operation and precaution which may convince the Government of the value of the organization has been considered for the first campaign.

Minute plans have been formulated which bring into play all of the resources of the many cooperating agencies. The advertisements will be written placed by the agencies in 7,000 English language newspapers and ral publications. The will be divided into agricultural country twenty-seven zones and in each zone headquarters will be established in an agency office. Each agency office in every zone will be ready to discuss the local problems and help solve them with the cooperating naval recruiting officers, even to the extent of furnishing speeches.

The head of the naval recruiting bureau in New York, Captain O. P. Jackson, and the naval representative actively in charge of the present recruiting campaign, Lieut. Commander O. F. Cooper, have given much consideration and support to the plans of the Advertising Agencies Corporation, and have ordered naval recruiting officers to give all possible co-operation.

The Advertising Agencies Corporation realizes that the approaching campaign is a history-making one in its ethical aspect. It knows that the question of the value of advertising is not at stake. It is aware that the questions are: How can the Government obtain the proper return on its investment and be encouraged to use more paid advertising, and how can the advertising profession be benefited in a manner which will make it worth while to have the Government as a client?

The Advertising Agencies Corporation believes it has the solution in its co-operative organization, and if it succeeds feels that it will virtually become the unofficial Government advertising bureau.

Brotherton-Knoble Agency Reorganized

In the reorganization of the Brotherton-Knoble Company, advertising agency, Detroit, C. V. Burnett, was made vice-president; Wallace B. Blood was made secretary; and G. C. Tremaine

was made treasurer.

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"In addition, they receive instruction in the theory and practice of record making, the functions of sound box, metor and other component parts of our instruments, the pronunciation of foreign names, first principles of salemanship, advertising, store and window decoration, service, information concerning Victor artists, the writing of show cards and circular letters; a more intunate knowledge of grand opera and how best to interest customers in music; stock keeping and ordering; and in fact, information on every point involved in the retailing of Victor product."

Sutcliffe Makes a Change with Edison Storage Battery

Paul Sutcliffe, advertising manager of the Edison Storage Battery Company, Orange, N. J., has been appointed manager of the industrial truck and tractor department of the same company. Mr. Sutcliffe has been connected with the Edison Storage Battery Company for over five years.

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O. T. Frash is the new copy chief of the Poole Brothers' service department in Chicago. Before entering the advertising field, Mr. Frash was connected with the editorial staffs of the Indianapolis Star and Chicago newspapers. He came to his present position from Klau-Van Pietersom-Dunisp, Inc., of Milwaukee.

Winslow With A. M. Collins Mfg. Co.

W. S. Winslow, who has been with the J. E. Linde Paper Co., New York, has been made sales and advertising manager of the A. M. Collins Ma-Co., Philadelphia, Pa., maker of cover and cardboard papers. "They say that they are happy and do not wish to return. That they are among friends they had loved and lost. That they are busy on all forms of congenial work."

Sell

ith

HEAVEN

SIR ARTHUR CONAN DOYLE

In Hearst's for September

Hearst's Magazine has more contributors—authors, illustrators, and special writers—listed in WHO'S WHO IN ENGLAND and WHO'S WHO IN AMERICA than any other magazine.

Have you read a copy lately?

The Frey organization was called upon by the Curtis Publishing Company for ideas and layouts in preparing their two nationally-known books-"Two Pages Facing" and "Two-Color Advertising." If you want ideas of national size, we have men who can furnish them. If you already have them, we have men who know how to express them accurately and powerfully.



CHARLES DANIE

DISSECTING A BIG CITY'S SALES POSSIBILITIES

In one of the "Great Lake" cities, there's a young sales executive who has accomplished the task of making city sales excel the State, and the State sales would make any sales manager wear a

make any sales manager wear a bouquet, or expect one, when he made his monthly report.

This man attributes his success primarily to a refusal to see his big city as a single unit. Instead, he has carefully divided it into the old township and village districts that existed before the greater city was inaugurated.

was inaugurated.

Study and contact-he Study and contact—he was originally a "city pavement pounder"
—has convinced him that the currents of the city do not ebb and
flow solely around the City Hall,
but that in the original village
communities are eddies on whose
sweep depend the purchasing
movement and power of the city
itself. itself.

As an example, the following il-lustration taken from one centre populated almost entirely by Poles, is a typical one. Last spring when the Jews were parading in the big cities as a protest against the pogroms of the new Polish Re-public, the Poles in this district, in retaliation, quietly boycotted the Jewish merchants. Undoubtedly this action was general and yet so pewish merchants. Undoubtedly this action was general and yet so far as I was able to establish with frequent inquiry, this man was the only sales manager who knew that this boycott was on or took any steps to find out how it was affect-

where they either wear night shirts or go to bed in their socks, neither is he trying to sell work shirts in silk-stocking district.

He knows the hobby and the prejudice of every merchant big and little, keeping them tabulated like a race-track dope sheet. With him, how to win the haberdasher out at Five Corners is just as much of an important problem

as getting the department store on A venue.

As getting the department store of the Avenue.

His men that hit the byways are not turned loose with the broad instruction to "go to it," as is so frequently the case with the men who cover the Third Avenues, One Hundred and Twenty-fifth streets, Ridge Roads and Cottage Grove Bosilevards of our big cities.

When they start out on Monday morning they leave with memoranda of a Saturday's conference that deals in discussion of individuals and individual problems. Old Mr. Pep, Mr. Punch and Mr. Hip Hurrah are locked outside the conference room and the small "piker" merchant whom the averconference room and the small "piker" merchant whom the average sales manager would ignore is placed on the dissecting table.

The constant quest is to put this man under obligation, to open the account through prompt service on a commodity that is in demand and

a commonly black in a casy.

Of course, the job is not easy.

The little man's likes and dislikes are apt to be more strongly embedded than the big fellow's.

With this in mind I asked Mott to what he attributed his success.

He answered, "Fight, Fords and

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This assumption is not merely this assumption is but all indi-based on apprehension but all indi-utions point that way. The rebased on apprehensions. The re-cations point that way. The re-cent introduction of the Moses and the Kenyon bill amendment to the Kenyon bill recommending an extension of the meaning of this bill to include all business of nter-state whatever mter-state business of whatever kind is simply carrying the Ken-yon bill to its logical conclusion. This was also the spirit of the re-cent utterances of President Wilson. In his measage to Congress, the President implies that he does not consider the principle of li-ones control movely in its appli-cation to the packing industry, but rather as a principle to be applied. rather as a principle to be applied

rather as a principle to all business, Fundamentally the issue should read: "Is the principle of Federal control by license a good thing for American business; is it sound?" The application of this idea to the industry is merely inci-

so on until we imally will.

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CITIES AN UNTRIED FIELD

Within the past few years it has frequently been the writer's job to analyze big city conditions in an effort to find out the "why" of obvious inability to make sales jibe with per capita estimates. The net with per capita estimates. The net result of practically every investi-gation has been to prove that noody-local representative or sales director—had any adequate ception of the big city field.

paper may become subject to the same restrictions and regulations as implied in the Kenyon bill. Furthermore, it seems very likely, in our opinion, that advertising, the newspaper's main source of revenue, would be considerably reduced.

We can imagine with what en-We can imagine with what en-thusiastic acclaim the newspapers would welcome the idea of hav-ing a Federal representative sit in judgment over their business, making it subject to immediate suspension in the event that a cub reporter happened to make a mis-statement of fact. Or suppose further the newspaper would have further the newspaper would have for the approval of the Commissioner" before any wait "Press before any news whatever could be printed. The idea is absurd. The value of the press lies in its speed and freedom to speak according to its own convictions.

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Yet there is no reason apparent why the principle of control-by-license could not apply to the pubas And lishing business well as business. current packing in the press and discussion has already apprised thinking wice people of the many dangers involved. To quote an editorial in the Chicago Daily News for Au-gust 12: "A licensing sysem would

as Walnut (two blocks south) but did not know that in the north-eastern section alone were three stores that would sign hosiery orrunning into the thousands

without blinking.

The manufacturer of a specialty product was paying a bonus for exclusive Chicago Loop representation, omitting altogether the 12th Street district and beyond, when a campaign based on investigation campaign based on investigation

The George L. Dyer Company 4.2 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

"Elevated circuit" as Bert Taylor would say, that paralleled Loop sales.

Nor does this lack of big city knowledge lie alone in ignorance of city retailing expansion. A union-suit organization was ignoring entirely a certain city because it was not a union-suit town, while the buyer for the biggest underwear outlet was boasting that seventy-five per cent of his business was on union garments for both men and boys.

Another common fault is that the selling and advertising appeal to big cities is standardized to but one class of trade—the big centrally located dealers. Local prejudices and provincialisms are

entirely ignored.

How wrong this is, a comparison with the United Cigar Stores system will show. No more thorough type of single standard store arrangement, merchandising and pricing can be found in all America. The avowed plan of the U. C. S. company is to make it possible for a man to go into any red front store in any town and city and get the same cigar or cigarette that he gets at home. Also it aims to have every bit of stock go into the same shelf or bin so that clerk transfer does not mean a new study of stock.

And yet in Greater New York they divide Manhattan into three districts—the financial and brokerage section, the East Side and the West Side. Stock dominance and display is balanced by the classes served in these three sections.

If such a standardized system of selling calls for flexibility when it enters the big city, can the average organization hope to be a successful big city seller if it persists in looking upon the city as a single unit?

Again, cities have their ingrained buying customs created by circumstances or past habits that frequently make metropolitan city selling entirely different from the selling of smaller cities and towns.

Manufacturer after manufacturer breaks his back trying to get New York dealers to buy in advance of the season, and fumes, frets and calls them fools when threats of coming opening season advances fail to impel purchasing.

What they are overlooking is that New York is an immediate-delivery market, made so by the fact that it is contiguous to the manufacturing centres and ware-houses for textiles, appareling, etc.

The New York retailer knows that somebody is always coming round with goods for immediate delivery. The Newark or Brooklyn sweater manufacturer needs quick money for his payroll. The lower Fifth Avenue clothing man wants to clean up to meet a piece goods bill. The Cohoes underwear organization wants to get money to anticipate yarn payments.

anticipate yarn payments.

Macy's Friday morning sample lineup is a brilliant illustration. You'll find them outside the Thirty-fifth Street door before opening hours. The rich, the poor, the halt and the blind, all there and all with spot goods to offer for spot cash.

Don't let the market's size or its "hard shell" frighten you. The big city is merely a collection of towns and just as open to analysis if you spend time and effort in proportion to population and possibilities.

Get at the big city in a big way, but a detailed way. Take it step by step, street by street, district by district. Think of the Bellnord Apartments, for instance, on upper Broadway, as the abode of a small village's population.

Realize that New York or Chicago or Boston is too big for two men or for ten. Use an army, not a corporal's guard. The expense is big but the prize also is big.

Bokel Account With Wood, Putnam & Wood

The account of the J. A. Bokel Company, manufacturer of Cherry Pepsin and Cherry Pepsin Tonic, has been obtained by the Baltimore office of Wood, Putnam & Wood, Inc., Boston.

Peguillan Sails for France

Ralph Peguillan of the foreign department of Collin Armstrong, Inc., New York is leaving New York this week, sailing on the S. S. "Chicago." to spend a year at the Paris office of this company.



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Individuality

To many it conveys a message of good cheer.

To many it stands for pure enjoyment.

To many it is agreeably stimulating.

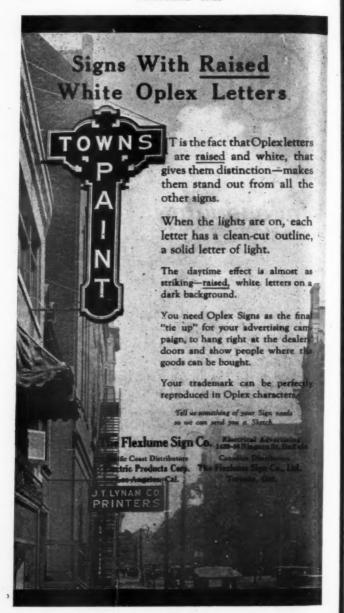
To many its saneness is refreshing.

To many its aims and policy make an inspiring appeal.

To ALL it is a magazine of practical helpfulness.

The People's Home Journal

For 34 Years the Magazine for Every Member of the Family



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The Coming Navy Recruiting Campaign

The First Effort of the Advertising Agencies Corporation May Bring an Unofficial Government Advertising Bureau

THE United States Navy will remploy paid advertising in 7,000 newspapers for recruiting purposes from September 22 to November 15. These are the bare facts, which in themselves foreshadow a paid advertising campaign on a scale which involves an expenditure of \$300,000. Though these facts, which reveal the scope, are important, yet the organization which will conduct the campaign is of far more importance, for the navy recruiting campaign is only the first effort of the organization.

The organization is the Advertising Agencies Corporation, of which William H. Johns, who was head of the Division of Advertising of the Committee on Public Information, is president, and James O'Shaughnessy, secretary of the American Association of Advertising Agencies, is general manager. This corporation is composed of 117 advertising agencies, which agencies with their branch offices afford the corporation 165 offices in various parts of

the country.

The corporation presents no outward evidence of a violent departure from established precedent. It is built upon the experience of the past. It is clearly, as far as the outward appearance is concerned, a revival of the Division of Advertising of the Com-Information. mittee on Public The Division of Advertising of the Committee on Public Information taught the Government the value of advertising. The Government now believes that certain of its desires can be more speedily and effectively fulfilled through paid advertising. But the problem of the distribution of paid advertising was a difficult one. Imagine a situation in which the Government itself should undertake to distribute paid advertising.

official Washington approval of advertising would soon be reversed.

The Advertising Agencies Corporation came into being for the purpose of keeping Government advertising out of politics, With all political considerations eliminated, it was believed that the Government's peace-time advertising demands could be fulfilled by the co-operative efforts of established agencies. The plan of the corporation calls for the action of 117 agencies as one body whenever Government paid advertising is requested.

The Government was shown that the corporation had invited, and invites all agencies that could show themselves to be sound and constructive forces in advertising as members of its organization.

THE GOVERNMENT'S ADVERTISING ORGANIZATION

The navy recruiting campaign is the Government's answer to the corporation, and with it comes the first test of the corporation. Every measure of co-operation and precaution which may convince the Government of the value of the organization has been considered for the first campaign.

Minute plans have been formulated which bring into play all of the resources of the many cooperating agencies. The advertisements will be written and placed by the agencies in 7,000 English language newspapers and agricultural publications. The country will be divided into twenty-seven zones and in each zone headquarters will be established in an agency office. Each agency office in every zone will be ready to discuss the local problems and help solve them with the cooperating naval recruiting officers, even to the extent of furnishing speeches.

The head of the naval recruiting bureau in New York, Captain O. P. Jackson, and the naval representative actively in charge of the present recruiting campaign, Lieut. Commander O. F. Cooper, have given much consideration and support to the plans of the Advertising Agencies Corporation, and have ordered naval recruiting officers to give all possible co-oper-

ation.

The Advertising Agencies Corporation realizes that the approaching campaign is a historymaking one in its ethical aspect. It knows that the question of the value of advertising is not at stake. It is aware that the questions are: How can the Government obtain the proper return on its investment and be encouraged to use more paid advertising, and how can the advertising profession be benefited in a manner which will make it worth while to have the Government as a client?

The Advertising Agencies Corporation believes it has the solution in its co-operative organ-ization, and if it succeeds feels that it will virtually become the unofficial Government advertising

bureau.

Brotherton-Knoble Agency Reorganized

In the reorganization of the Brother-ton-Knoble Company, advertising agen-cy, Detroit, C. V. Burnett, was made vice-president; Wallace B. Blood was made secretary; and G. C. Tremaine

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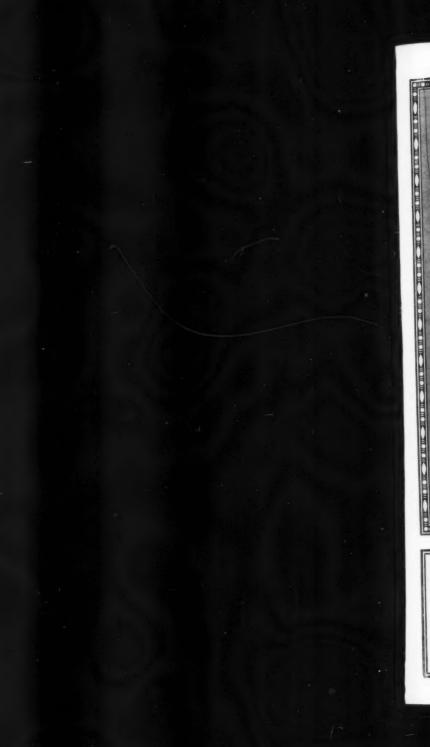
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No swerving, but straight on with results
Flexible enough to cover your need local

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FREY

The Frey organization was called upon by the Curtis Publishing Company for ideas and layouts in preparing their two nationally-known books—"Two Pages Facing" and "Two-Color Advertising." If you want ideas of national size, we have men who can furnish them. If you already have them, we have men who know how to express them accurately and powerfully.



CHARLES DANIEL FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH CHICAGO



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By Paul E. Faust

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American industry.

This assumption is not merely based on apprehension but all indications point that way. The recent introduction of the Moses amendment to the Kenyon bill recommending an extension of the meaning of this bill to include all inter-state business of whatever kind is simply carrying the Kenyon bill to its logical conclusion. This was also the spirit of the re-cent utterances of President Wilson. In his message to Congress, the President implies that he does not consider the principle of li-cense control merely in its application to the packing industry, but rather as a principle to be applied to all business.

Fundamentally the issue should read: "Is the principle of Federal control by license a good thing for American business; is it sound?" The application of this idea to the packing industry is merely incidental to the main issue even though in itself it commands national attention. It merely suggests a concrete example of how it might work out in a particular case. Logically there is no inter-state business which does not come within the scope and meaning of this bill. The publisher is intensely interested not only because his own business depends upon the "tone" of business in general but also because the business of publishing his own newspaper may become subject to the same restrictions and regulations as implied in the Kenyon bill. Furthermore, it seems very likely, in our opinion, that advertising, the newspaper's main source of revenue, would be considerably re-

We can imagine with what enthusiastic acclaim the newspapers would welcome the idea of having a Federal representative sit in judgment over their business, making it subject to immediate suspension in the event that a cub reporter happened to make a misstatement of fact. Or suppose further the newspaper would have to wait for the approval of the "Press Commissioner" before any news whatever could be printed. The idea is absurd. The value of the press lies in its speed and freedom to speak according to its own convictions.

EFFECT WOULD BE THE OPPOSITE OF THAT INTENDED

Yet there is no reason apparent why the principle of control-bylicense could not apply to the publishing business as well as the packing business. And current discussion in the press and otherwise has already apprised thinking people of the many dangers involved. To quote an editorial in the Chicago Daily News for Au-gust 13: "A licensing sysem would necessarily involve vast and cum-bersome legal and administrative machinery to supervise, investigate, make orders and carry them Industry would thus be bureaucratized and made dependent on politics and academic theories. Production might be curtailed and prices raised. Arbitrary action might arouse resentment in business circles and capital might be diverted from the licensed and controlled enterprises."

There is no doubt in our minds

that "production might be curtailed and prices raised." And yet this idea of control-by-license is proposed as a means of reducing the high cost of living. If it is sincerely intended by the bill to affect the high cost of living, it must mean Government fixing prices for live stock—or the finished product, or both.

General prosperity depends primarily on the extent of production and production waits upon a ready and adequate consumer market plus the facilities for speedy factoring and distribution. Modern business efficiency has been pro-portionate to the absence of delay and uncertainty. In a country like where every community draws upon the production of the entire country, speed and economy To hamper by are paramount. unwise restriction not only cripples the operation of the business but makes it less and less equal to the demands put upon it because of the possible diversion of necessary capital.

The probable result is less production. This is made all the more probable by the fact that advertising would be discouraged and advertising tends to sustain and enlarge the continuous consumer market so necessary to encourage increased production.

Production is the primary consideration, and the main channel through which relief from high costs of living will come. This is one of the first principles of business economics and any operation in business which tends to increase production is basically sound, and, conversely, any operation which tends to discourage production is, we believe, unsound. Whether we are producers, manufacturers, consumers, publishers or what not. we cannot afford to regard this proposed legislation with a provincial attitude or merely with reference to its application to a particular business. Modern business is national; it is a big national family affair.

The publisher's main source of revenue is advertising and it is only natural to suppose that any individual or business frowns upon an attempt to lessen or de-

stroy that revenue. The publisher however, need not take the position of one who snarls and grumbles because someone is reaching out after his pot of gold If advertising is unsound it will fall of its own sheer dead weight regardless of attempts to save it and regardless of its revenue-pro-ducing possibilities. But advertising does perform a very necessary economic function and that is why the publisher and business mu does object to any plan that will cripple its usefulness.

How advertising does this is a familiar story and a detailed exposition of it is hardly necessary here. Yet in view of the present turmoil of reconstruction, it may be in order to review this briefly,

Advertising performs a double function: it raises the standard of living on the one hand and increases production on the other. It oils the machinery necessary to bring the thing produced from as many as can use it no matter where these people are located.

BIG BUSINESS BROUGHT ABOUT IM-PROVED CONDITIONS

To view it by contrast, let us go back about fifty years. At that time every community lived more or less to itself. It produced only what it consumed and consumed only what it produced. The production of any community was limited to its own consuming capacity; if there was any surplus beyond this point, it was wasted. There was no outlet for it. And the standard of living was by the same token, limited to what this particular community could produce. They could have for food and clothing, etc., only what was immediately available in their own limited territory.

To-day the condition is changed. The stock growers of the Middle West consume all the meat they require and the surplus is readily absorbed in New England and other territories where the production of live stock is not natural. In turn they consume the oranges of California, the pineapoles of Florida, etc., thus providing a ready outlet for the surplus pro-

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This means that the wealth of all communities increased and, because of this increased wealth or buying power they are able to avail themselves of the produce of the entire country and even of the entire world. In other words, their standard of living is materially increased. The luxuries of yesterday have become the necessities of today. The average American family lives a much better and richer life now than it did even a few years ago.

And in bringing about this change advertising has played no small part. It has shortened the distance between the producer and consumer, so that it is no longer necessary to let large amounts of fruit rot on the ground for want of a market. Advertising has reduced waste and no one will say that waste is economically sound. Furthermore, because this ready market has been created, manufacturers have seen the propriety of speedy transportation means of refrigeration so even highly perishable products may be delivered to tables a thousand miles away in the best pos-

The public at large has never stopped to analyze the situation accepting always the prevailing order of things as a matter of course. This is a time when the public should be apprised of the meaning of big business; that it has come into existence in response to increasing and changing needs in the natural evolution of business and society.

To encourage precipitate action after the manner proposed by the Kenyon bill would, in our opinion, spell a reversion of progress.

Although we are all naturally interested in our own business first, yet we can afford to regard this matter from the standpoint of business economics as applied to all lusiness. Our careful study of this proposal has failed to convince of its salutary nature.

The question is natural "What operations even in its own field does the Government conduct with such efficiency or economy as to warrant the idea that its control of such an intricate industry as that of meat packing could increase prices to producers and reduce them to consumers?"

A Trade Museum for Buyers From Abroad

Baltimore business men are planning the construction of a building to house a community exhibit, where foreign buyers will find samples of commodities made in the city. The Merchants' and Manufacturers' Association of Baltimore is making an effort to extend the city's foreign trade. "With the increase in exports and imports," says the Baltimore American, "must come the foreign buyers. Ignorant of the exceptional advantages of the local market and of the commodities manufactured here, it is essential to the welfare of local interests that the foreign buyers are be brought into direct contact with local

goods.

"The Baltimore Foreign Trade Sample and Selling Bureau is the title which is likely to be used to designate the new undertaking when its incorporation papers are filed. Many of the leading shipping interests are behind the enterprise, and local financiers are heavily interested."

W. J. Boardman Comes to Batten's New York Office

W. J. Boardman, vice-president of the George Batten Company, Inc., who for eleven years has been director of the Boston office, comes to New York on September 15 to become director of service at the main office. Nat. W. Emerson, for several years associated with Mr. Boardman in the Boston office, will take his place there.

Professor Leaves University for Advertising

William Hudson, head of the department of economics at De Pauw University, Greencastle, Ind., has resigned his chair to take charge of the department of publicity and company literature of the State Life Insurance Company of Indiana.

Sanchez With "El Magazine De La Raza"

J. G. Sanchez, for more than two years with the American Exporter, New York, in charge of the copy and art department, has been appointed advertising manager of El Magazine De La Rasa, also of New York, effective September 15.

Directory Association Changes Name

The name of the Association of American Directory Publishers, which held its annual meeting in Newark, N. J., last week, has been changed to the Association of North American Directory Publishers. Officers were re-elected at this meeting as follows: President, Hubert J. Farnham, New Haven, Conn.; first vice-president, Geo. W. Overton, Chicago; second vice-president, J. Martin Gardner, Toronto; secretary-treasurer, Theo. F. Smith, St. Paul.

The use of directories by the Government during the war was described at the Newark convention. These books were turned to by almost every agency The name of the Association of Amer-

at the Newark convention. These books were turned to by almost every agency as a source to get in touch with makers of articles of every description which were urgently needed. They were used in Red Cross drives, Y. M. C. A. campaigns, by local draft boards, and other forms of war endeavor.

An American in French Advertising

Louis H. Frohman, who recently returned from France as an officer in the Army, will soon be in France again as director of publicity of the Societé Anonyme de Publications Periodiques, Paris, publishers of Le Monde Illustre. is, publishers of Le accessing agents.

Beahman after conducting

and general advertising agents.

Mr. Frohman, after conducting an agency in New York during a period of two and one-half years, went to France as a first lieutenant, attached to the 7th Division. After the armistice he became chief executive of the Central United States Government Printing trai United States Government Frinting Plant at Paris, continuing in that work until May of this year. With this work finished he assumed the management of the advertising and printing for the Inter-Allied Games held at Paris during the months of June and July.

Small With "The Literary Digest"

George W. Small, who has had charge of the New York City division of the advertising department of System, Chi-cago, is now in charge of the New advertising department of System, Chicago, is now in charge of the New York City division of the advertising department of The Literary Digest, New York. He has been succeeded at System by W. L. Rehm, who has been in charge of the New York State Division, which division is now under the management of C. B. Hunter, recently discharged from the army.

Dewild Is Service Bureau Manager

John H. Dewild, assistant advertising manager during the last two years of the Tribune, Minneapolis, is the man-ager of the recently established service bureau of The Northwest Commercial Bulletin of Minneapolis and St. Paul,

Three New Accounts for Green-Lucas Company

A national advertising campaign will be conducted, through the Green-Lucas Company, advertising agency, Baltimore, for the Citizen's National Bank of that city. Newspapers in the large cities throughout the country will be used. The Baltimore advertising of the Citizen's National Bank has been directed by the Green-Lucas Company for a number of years.

Two new mail order accounts which have also been obtained by the company are: The Macnair Chicken Powder Company and the Baltimore Mail Order Company and the Baltimore.

The former concern, originally located in Tarboro, N. C., has recently been purchased by J. H. Denmead, Baltimore, and will use agricultural and mail-order publications to advertise its product, Macnair's Chicken Powder.

Prices on Shoes Insures Against Profiteering

The Emerson Shoe Co., Rockland, Mass., released quarter page advertisements in the afternoon papers of September 5, and morning papers of September 6, in all cities where the company has stores, or where it is represented. These advertisements contained a copy of a letter written to the mayor of the respective cities relative to the methods of manufacturing, marking and selling Emerson shoes, in an effort to show that there was no professional to the story of the story pair of the story pair of the story pair of the story pair of shoes is price stamped when made, inshoes is price stamped when made, in-suring resale price at that level (or lower level), but not at a higher one.

Editorial Appointments by "Printers' Ink"

A. E. Haase has been appointed assistant to the news editor of Printers' INE. During the war he was sta-

the war he was sa-tioned at Copenhagen, Denmark, as a member of the American Legation. Maurice W. Markham, formerly a Kansas newspaperman, has become an editorial assistant in PRINTERS' INK'S Chicago office.

R. A. Sorensen Advanced

R. A. Sorensen has been e treasurer of the Turner-Wagener elected pany, advertising agency of Chicago. He has been in charge of the auditing and checking for that agency for some time.

Grigg in Agency Work

O. Grigg, formerly advertising mana-er of the Harley-Davidson Motor Comger of the Harley-Davidson Motor Com-pany, Milwaukee, is now manager of the production department of Klau-Van advertising Pietersom-Dunlap, Inc., agency, Milwaukee.

E.

New Chie

-putting one over on the dealer

Some consumer advertising campaigns are planned to stock up the dealer—and that is about all.

Then let the dealer worry. He has the goods. To get his money back, he *must* move them.

The manufacturer has given him national advertising—Behold!—a wonderful campaign, reaching millions of people—but in *that* dealer's territory reaching only a few hundred, or at the most, a few thousand.

The question is—does the consumer campaign in mediums of national circulation sell the goods, or does the dealer sell them?

There is no doubt that any kind of advertising is helpful, but there is equally no question that the more advertising is concentrated in a given territory, the bigger support that advertising is to the dealers there.

If you want to get the most out of your consumer advertising, if you want to show the biggest net profit, if you want to give the fullest co-operation to the retailers and get the best from them, concentrate your advertising in definite territories where you have adequate distribution. There is your greatest profit.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York Chicago

Kansas City San Francisco

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The leading business training institution in America will advertise in the McGraw-Hill group in 1920.

The men responsible for that institution recognize that no other 181,000 circulation contains so large a percentage of executives and potential executives.

Think of Them as a Unit











A national circulation—wasteless—made up wholly of men whose purchasing recommendations are decisive.

Next week: Some facts about Coal Age and Engineering and Mining Journal.

McGraw-Hill Company, Inc. Tenth Avenue at 36th Street, New York Member Associated Business Papers, Inc.

Buy Them as a Group







The "Flash" message is the pithof everyadvertisement.

Mediocre art does not puncture the consciousness of the reader. Meinzinger Studios have learned the secret of illustrating an idea so that it is caught in a glance.

Meinzinger

DETROIT: Windsor, Ont.

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Everybody Wants Production

The Human Element Counts-Advertising and Training Help

By Roy Dickinson

SERGT. ALVIN C. YORK, of Pall Mall, Tenn., has often been called the greatest individual hero of the world's war. well advertised exploit of capturing thirty-five German machine guns, and otherwise breaking up a large portion of the German Army on a summer afternoon last year reads like a page from Du-mas. Yet Sergt. York used to be second elder of a church in Tennessee in a sect, one of whose precepts forbids its members from fighting. Under the wrong kind of training and the wrong kind of instruction, Sergt, York would have ended up in a military prison as a conscientious objector. Elder York and the United States were fortunate that his immediate superior officers were men who realized the value of explaining to the tall Tennessean what the war was all about instead of trying to break his spirit by autocratic and high-handed methods. York's exploit stood out as a brilliant example but it is only one instance of what careful training and explanation can do to increase the fighting or working efficiency of a tremendous force of men.

At this time when increased production and lower profits per unit of production has been stated by economists to be the only things which stand between the world and an immense catastrophe, the question of industrial training for the individual assumes a position of the greatest importance.

One of the principal factors in production—that factor which has remained so long unheeded—but which is to-day assuming its true proportion is the human factor of co-operation and personal contact. In modern industry this human spirit of co-operation has unfortunately been lost to some extent. In the old days when the owner rubbed elbows with his men and his personality and characteristics

were known to every man around him, the unit output was much higher than it is to-day. He succeeded in winning co-operation by personal contact and suggestion, and production was large because it was not faced with a mental attitude on the part of his employees, which makes teamwork impossible. To-day there is coming a recognition on the part of all men of the great importance of the human element in labor, and the tangible results in production which follow from a favorable or hostile mental attitude.

In the presentation of a new training plan, profit-sharing, bonus, or so-called "welfare" plans, the advertising manager with his knowledge of the other man's viewpoint can be and is becoming a vital factor. In the minds of the workers in a plant there must always be created a desire for any plan which is intended for their benefit. It is not ingratitude but one of the fundamental characteristics of the human mind that no group of men appreciate an expenditure of time and money on their behalf, no matter how good the motive which prompted it may be, unless they have been made previously to understand it and, therefore, to want it.

MEN MUST LIKE THEIR WORK TO PRODUCE EFFICIENTLY

As a concrete and definite method of increasing production per individual, training for each man in the plant for his particular job as now taking place is one of the forward steps. Training recognizes those latent qualities in men and their desire for self-expression, which too often are lost sight of in the complicated industrial mechanism of to-day. Every man wants an opportunity to get somewhere, and when this quality is properly directed and each man

is made to realize that up-grading in the plant means that he is on the way to better things, the factory can not only cut down labor turnover tremendously, but also, by showing the man how he can increase his own profits, increase the individual's production. Real industrial training for the job, and then showing a man where his piece of work fits into the finished product, gives him a chance for self-expression and helps to build up a wholesome shop spirit far different from that evident when men find themselves in jobs for which they are not fitted and are made to stick there because they see nothing better ahead. Various

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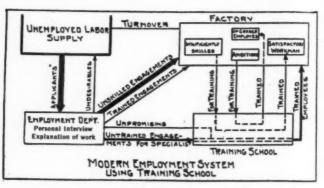
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FIRST, SHOW EMPLOYEES NEED OF INCREASED EFFICIENCY

Far-seeing manufacturers of today are not worrying so much about wages or attempting to get their employees to accept lower wages, but are working on the theory that high wages and prosperity can and will go hand in hand if individual production increases. It is self-evident that a man will do his own work better if he has the right kind of instruction. It is also a common characteristic of human nature that a man resents being told that he



A PLAN FOR A MANUFACTURERS' TRAINING SCHOOL

tests have proved that the difference between a worker employed in the usual manner and sent to the job without complete instructions and one who has had industrial training upon the job for which he has been employed may be as high as 71 per cent in production, in a very short time after they both start work. It is a sound economic truth which is becoming more and more evident that as long as we exist under a wage-system and production is not returned for wages a real living wage cannot be sound. A wage paid which is not really earned is added to the price of the finished product and evenshould be a better worker and that he could be taught by a "coach." It is an interesting fact that the man at the bench who thinks that he can't be told any better way to do his work is usually working in a factory owned by a man who refuses to accept the new kind of shop management or ideas of workers' representation and does not realize that we are living in a far different period from the era of 1893, those times which he likes to call "the good old days" of American industry.

Before any training system is put into a plant, therefore, it would seem necessary that a desire on the part of employees for

such a system be built up before its presentation. This can only come through honesty in presentation and in free and frank discussion of all the points connected with the plan before it is finally The new idea has to be sold to the men just as any other article of merchandise is sold, and while quality factors in a new package of goods are quick to be grasped and translated into sales copy it is not always so easy to present to the men a new idea, which is actually for their own benefit, in a way which will make them want it. Unless, however, this desire is built for a new plan it is far better that one be not imposed from above, a proceeding which in modern industry as in any other form where age-old human instincts enter, will cause a feeling of resentment which will cut down production far more than new or better machinery can build it up.

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its problem is as much that of making men happy in their work as well as in making profits for the company, it fails to grasp one of the most important principles upon which a real business organization for these times and the future must be built. There is apparently a very definite responsibility on the part of management for teaching workers not only to perform one but several operations well, in order that cognizance may be taken of one of the objections of organized labor to many systems of training, namely, that initiative is taken away from the worker and he is made a machine in one type of work so that he would be very hesitant

Whenever industrial manage-

ment loses sight of the fact that

highly specialized type of labor.
The growing importance of the husiness papers in the matter of training workers is recognized in the following statement of a large automobile factory in Detroit on the subject of industrial training:

about leaving a position no matter

under what conditions he has to

work, because of the fact that

he was part of one machine of a special kind, and knew only one "We employ experienced help through our employment department, which sends them into the factory where they are interviewed by the superintendent of labor. He assigns the men to the particular departments in which they are intended to work.

Men are trained directly on screw machines, milling machines, lathes, and drill presses right in All beginners the department. are sent to a separate training department. They are first given a 6-inch scale and copies of the American Machinist and Machinery Magazine so that they can see the different pictures of milling machines, lathes, and micrometers, and learn what they are. are then taught how to use \$ pair of micrometers. As soon as they learn this we teach them in succession the different kinds of drills, milling cutters, arbors. drivers, screws, screw monkey The training is wrenches, etc. especially adapted to the department to which the worker will be assigned. The usual time required for training varies from three to six days, depending upon the pupil's quickness of perception. Persons who are to enter an assembling department are taught to assemble and disassemble the different parts upon which they Those who are to are to work. enter a machine-shop department are taught the different machines used there and are trained to run any machine likely to be assigned to them. Such employees are also given lessons in grinding tools, setting up machines, and reading scales and micrometers. ers intending to become inspectors are taught to read micrometers and scales,'

COST OF INDUSTRIAL TRAINING JUSTIFIED

Fear of the money cost of industrial training has in the past prevented many manufacturers from taking it up. From actual experiences on the subject, it would seem that this fear is unjustified. Many training departments have paid for themselves in a short time through increased

production. A factory making electrical machinery which has profited by the experience of training workers and found that the cost is not prohibitive makes the

following statement:

"When this country entered the war we were confronted with the common problem of obtaining adequate help to make up for the losses of young men entering the service, and were attracted by the bulletins put out by the United States Training Service concerning vestibule schools or training departments. We decided to es-tablish a real training department in which all classes of drill presses, grinders, engine lathes, turret lathes, and automatic screw ma-chines would be installed, and where competent instructors would take applicants for employment and train them a sufficient length of time to guarantee them being productive when transferred to the factory.

"We have taken our instructors and are giving them a postgraduate course through the shops-a few days or a week, perhaps, in the automatic screw machine department, automatic bolt heading, in the special machine department, where automatic wire-bending and forming machines are installed, in the punch-press department, etc. -in order that these instructors shall know from actual experience the refinements and adjustments, speeds, and conditions applying to

all these machines.

"Before we hire any more help we feel that our present employees should receive close attention, and we propose to have 'instructors at large' who are bright mechanics going around the shop picking out operators who, due to lack of initial training, are less efficient than their neighbors. Such operators will be sent to the training department for a short period and will then be returned to their regular departments much improved, we believe, because they will have received individual intensive training which they can not get in the shop itself.

"Much of the general unrest that exists in shops to-day is brought

about by the lack of appreciation of what the employer is doing or would like to do for the men. We will upgrade and educate our less fortunate employees, and in the hiring and selecting of new ones we will attempt to launch them into the factory world with a better knowledge of what is expected of them than has been possible in the past. There is nothing revolutionary about this scheme; it is simply a commonsense application to a worker on a special machine of what a modern apprenticeship system is to the more skilled mechanics.

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"This systematic training may appear to be an exceedingly expensive enterprise in which only a few concerns can afford to embark. This is by no means the Our statisticians have case. shown us that it costs from \$25 to \$100 to train each employee. If, therefore, this system of scientific training enables us to cut our turnover in two, or even reduce it by one-quarter, the amount saved

is almost unbelievable.'

Men picked as instructors for industrial training should be selected with the same care that the sales force receives. Very often an abuse for which Capital is blamed resolves itself to a feeling of resentment of the employee toward his petty boss, the foreman or the superintendent above him with whom he comes in daily contact. Under the traditional type of factory management the foreman performs both the functions of planning work and supervising the institution of the plans he makes. In other words, he gives orders to himself and assigns tasks to his subordinates and is solely responsible for their education. The foremen are so often picked for their technical knowledge that to instil in them the capacity for leadership and how to handle men, often becomes a dif-It must also be ficult feature. made plain before any plan is instituted to increase production where piece work pay prevails that a reduction of the piece rate is not to be made after production is speeded up to a certain point.

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IS MR. OKLAHOMA JOBBER YOUR GOOD CUSTOMER, TOO?

Fewer jobbers are required to cover Oklahoma and the adjacent trade territory than any district in the west or southwest. These jobbers, located in Oklahoma City, the center of this rich and expansive market, have branch houses advantageously located in all parts of the state.

This simplifies distribution in a rapidly growing territory which absorbs large quantities of all kinds of merchandise.

One produce jobber recently placed an order for fifty-two carloads of candy.

Since January 1st this year, an automobile accessories jobber has sold a dozen carloads of a nationally advertised auto oil, three carloads of inner tubes and 100,000 fan belts.

The distributor of a moderately-priced farm tractor within one year after entering the market has sold \$1,600,000 worth of machines, more than \$1,000,000 worth of them in Oklahoma.

Mr. Advertiser: We will gladly put you in touch with one of these aggressive jobbers, co-operate with your salesmen and put your product over in Oklahoma.

MERCHANDISING DEPARTMENT

To DAILY OKLAHOMAN and TIMES

OKLAHOMAN BUILDING

OKLAHOMA CITY

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco

HOW TO MAKE AFA



Farm Life

Farm farm 2,500, farm farme Here, adver Get h in the and the On the a superising especimeed That many

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FARM PAPER LIST

Farm Life and the other two leading national farm papers, with a combined circulation of 2,500,000, reach half of the live, wide-awake farm families in the United States—half the farmers who read any kind of a farm paper. Here, ready at hand, is the backbone of any advertising campaign to farmers.

Get half the live, always-improving farmers in the country interested in your product and the rest will take care of itself.

On that sound foundation of farm publicity a superstructure of zone and sectional advertising can be built, designed to stimulate especially those territories that particularly need stimulation.

That is the logic of medium selection that many large and successful advertisers in the farm field are following.

Farm Life has a 450 line page. Dominant space costs less than in papers with a larger page.

JOHN M. BRANHAM COMPANY Special Representatives

New York

Chicago

Detroit

St. Louis

Atlanta

Farm Life

Many a plant in reducing the price paid per piece labors under the delusion that an economy has been accomplished, whereas it has merely succeeded in building a certain amount of resentment and dissatisfaction which means that the whole spirit of the workers will suffer and production be cut down.

A well planned system of industrial training, properly presented and under competent instructors, will undoubtedly increase production. Production has been offered as the panacea by all economists who are thinking of the way to stop the present never-ending race between higher wages and

higher living costs.

But it is also true that returns from increased production which constitute the only increase of wages economically justified does not always interest labor. The advantages which may come back to the individual workers as consumers are usually too far away from their own personal pocketbook to make any special appeal to them. Giving a man a fair chance for advancement, helping him raise the level of his own labor, and therefore the returns to him of his labor, and giving him an opportunity to have some conditions under voice in the which he sells his labor, whether it be through a workshop committee, wage dividends, or one of the many other plans now being tried, would seem to be a necessary addition to any plan of industrial training designed to increase production.

It would be a bold, far-seeing man indeed who dared to put forth in detail a plan fitted to every factory in every locality under all sorts of conditions. only plan which seems to stand on its own merits, because it is built upon a solid foundation, is one which comes from the workers themselves and where they get a chance to express their own preferences in advance. Selling to the men who invest their muscle in the business the corporate character of the concern in which they work, creating a desire in the mind of the individual for a plan which will make him a more productive member of society and a better citizen; making the bus see that any plan to be sold must be based upon justice and a keen consideration for the human element, these are tasks worthy of the careful study and best efforts of advertising managers, who more and more are working in close connection with the factory personnel manager.

A Fair Way to Approach Wage Problem

Members of the typographical union in St. Louis have asked their officers to negotiate with the employers in regard to increased pay. The secretary of the union is reported to have asid that there is no strike threat in the request for higher wages. The men as under contract at the present scale for a year, he said, and consequently cannot strike. The present scale is \$29.20 a week and the employing printers have voluntarily offered them \$35, to offici high living costs. The workers have expressed their belief that this is not enough and have asked that \$40 be paid them.

Bank Shows How It Helps Build a City

The Mercantile Trust Company, St. Louis, took a double-page spread in the rotogravure section of a Sunday pager recently in order to present graphically some of the building projects which have been financed through the trest company. In this manner it was possible to illustrate some forty structures erected by means of loans made and sold by this banking company.

Gregory and Cureton With Oliver Rim

R. Lee Cureton, who has been with the Atlanta Georgius during the last ten years, and C. E. Gregory, who has been assistant city editor of the same paper, and who was publicity director of the Y. M. C. A. at Camp Gordon, Ga., are now associated with the Oliver Rim Company, Atlanta, Ga.

Advertising Classes at New York Night School

The first sessions of the advertising classes of the New York Evening High School were held on September 8th. The advertising courses are offered free of charge to graduates of public gramar schools. The classes meet three evenings a week throughout the term.

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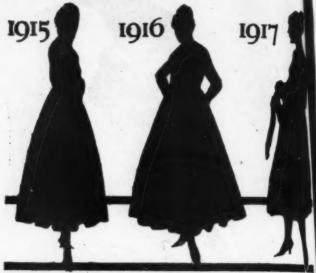
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Why do men like a well dressed woman?



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THIS little row of silhouettes, lifted from the Companion's files, shows what the Companion has done and is now doing for the kind of woman that every man likes.

The kind of woman who dresses well. She is always a little ahead of the fashions, never lagging behind them. She keeps her good looks, and her fresh, healthy interest in life. She is on the job. But she doesn't depend on herself for everything. She engages experts to help her make good.

She finds these experts in Woman's Home Companion.



the Companion presents new fashions

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Year after year she finds, in the Companion's fashion pages, letters and cablegrams from Paris—color pages by great artists—sketches and descriptions of new designs by the best dressmakers—and more than all this, she finds a fresh and personal interest in her most intimate dress problems.

Here, after all, is the secret. Here is the reason why a million well dressed American women consult the Companion before they buy their new clothes, season after season.

The mechanics of fashion-gathering and fashionediting are simple. The human side, however, is very difficult. It is cultivated by the Companion with a consistency and sympathy that are practically unique.

In the thousands of letters exchanged each season between Companion editors and Companion readers you have a glimpse of the responsivene and interest of this great Companion circle.

Behind every department is a woman, with woman's head, and a woman's intuition, and woman's interest in whatever all other women a doing, and trying to do.

So long as men like well-dressed women, so lon will the Companion perform a service for the women of America that reaches deep into the hear of human needs and human life.



WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

Lee W. Maxwell, Manager of Advertising
Woman's Home Companion
The American Magazine
Farm and Fireside

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THE CROWELL PUBLISHING COMPANY

Lee W. Maxwell, Manager of Advertising
Woman's Home Companion
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Scientific Reclaiming of Commercial Waste Advertised Nationally

A Caradian Seizes the Logical Time to Prove There Is Not, Or Ought Not to Be, Any Such Thing as "Junk"

By Harold C. Lowrey

THE old-time commodity commonly known as "junk" is no more. It is now—or perhaps we had better say cannot now help but be—known by a term which carries with it a definite sense of value and an atmosphere of efficient business methods long deserved. The term "junk" has gone and in its place we are given "commercial waste," while those who collect, grade and distribute are able to say of themselves "we are scientific reclaimers of commercial waste." Thus is the unwatched development of the wastematerial trade epitomized.

E. Pullan, of Toronto, is advertising "Commercial Waste and Waste Reclaiming" in a big national way. For years he has been a consistent user of small space in many mediums, and now he boldly steps into the ranks of the national advertisers of the big-

space division.

It is no easy task to sign checks for a big advertising campaign for a commodity hampered and handicapped as is the waste-material trade. One must fight against prejudice, price dickering, dishonesty, erratic channels of supply, uncertain quality, and lack of confidence. It takes commercial courage to pioneer under such difficulties, but Mr. Pullan has an ideal and a definite objective. For years he has been laying a solid foundation and praying for some chap to come along with an idea that would put over an understanding of commercial waste reclaiming as it is done by the Pullan organization.

It was a case of thinking. Pullan has two major problems—buying, selling. His sources of supply are the winds of chance as he is almost altogether dependent upon unknown collectors for the great bulk of the waste his organization reclaims. There are of necessity only a restricted number of places to purchase and these vary in productiveness with the fluctuations of the money and world markets. When it comes to selling the reclaimed material, the market is equally limited and competition with new material is a serious matter. Waste paper and rags find a market only with the paper mills and wiping cloths with users of machinery.

The waste material trade is woefully handicapped by suspicion. The lack of confidence in the integrity of the dealers in waste materials with the consequent loss through interminable dickering in both buying and selling was the key to the whole problem.

ANOTHER BUSINESS GAINS IN PUB-LIC ESTEEM BY ADVERTISING

The line of thought in solving the difficulty was as follows:

Once the public was convinced that the Pullan organization was "on the level," that organization would have a prior lien on waste material business. Advertising in a way big enough to get across the idéa of a "big scientific reclaiming institution" run on an efficiency and strictly honest basis, would be a sure means quickly to accomplish this result. The resultant saving in bettered trading conditions would soon pay the advertising bill.

Pullan had behind him a long record of honest and efficient dealing. In fact, it was and is a common occurrence for him to return highly valuable articles discovered in the bags of waste. Diamond rings, checks, even bundles of banknotes have been cheerfully returned to people who were unaware that the article was missing or that such an organization as Pullan's even existed. This pol-

57

icy has shown results, for now most of the concerns who deal with the concern phone him immediately when articles are lost, so that the waste from their houses can be searched. The missing article is frequently found and quickly returned. The matter of honest weight and grading has also been given strict and rigid attention with the result Pullan's grading and weights are accepted without question or suspicion.

All these things were known and understood locally in Toronto. The rest of the world was quite skeptical-hence the advertising campaign now current. The first advertisement, five columns by fifteen inches, sought to put over the idea of the Pullan institution and service. The prejudice of years had to be swept away; the inherent distrust against traders in waste materials had to broken down and confidence and respect had to be inculcated. It was quite a job for one advertisement to tackle.

"A Service to Industrial Concerns-Based on Honest Dealing the headline read and then plunged boldly into convincing argument:

There is one institution which business concerns should know more about —an institution which has completely solved the problem of waste paper rags by providing an established chan-nel for their disposal.

—an institution which has eliminated the need for distasteful bargaining by setting on this waste material standard commercial value.

commercial value.
—an institution which has put the reclaiming of waste paper and rags on a scientific basis.
That institution is E. Pullan.
To-day this institution does the largest business of its kind in Canada.
It has developed a big organization to handle waste efficiently—to collect it, grade it, and restore it to the service of commerce. of commerce

of commerce.

Because of its tremendous turnover it can best afford the equipment and staff necessary to do this work in the most economical way.

With this result:

It has turned a chaotic market into a stable market.

It has stashdardized prices and grades of waste paper and cloth clippings.

It has created a feeling of mutual confidence by giving honest weight and full market prices.

It has enabled the concern with but 500 pounds of waste for sale to get the same fair treatment as the concern

with tons to sell-without annoying dickerings.

The second of the series took a different angle - "Turn Your Into Money"-but the drive to get across the "squaredeal" basis policy of the organization was unmistakably there, This advertisement carried the wedge of the selling end of the business in a little panel urging the merits of Pullan's Wiping Cloths, As the campaign develops the selling end of the business will be given more and more prominence, but just at this stage the big objective is to get across the idea that E. Pullan is a big institution running on a "square deal basis" and worthy of the same respect and confidence as any other commercial house.

There is one thing certain-this advertising campaign has already elevated the waste material trade in the estimation of the general public and has handed a jolt to the hard-worked advertising fraternity. There are still opportunities for the man with ideas and the ability to sell them. Whenever you get the idea there isn't, just draw a deep breath and in sonorous tones, to yourself, say this, "E. Pullan-Scientific Reclaiming of Commercial Waste.'

With Davis & Armstrong Agency

Agency
Capt. H. G. Davia, just returned from overseas, has joined the staff of Davis & Armstrong, Inc., of Minneapelis, where he will take the place of S. L. Sholley, now advertising manager of the Babson Statistical Organization, Wellesley Hills, Mass. Capt. Davis was with the W. E. Davis Advertising Service before going overseas. He took part in important artillery engagements of the American forces, and was decorated by the French government with the Croix de Guerre.

Maxwell-Chalmers Merger Plans

The plan of reorganization of the Maxwell Motor Company and the Chalmers Motor Corporation, Detroit, calls for the formation of a new company, to be known as the Maxwell-Chalmers Motor Corporation, which will have a capitalization of 800,000 shares of common stock of no par value and \$3,150,000 preferred stock.

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Depositors Taught That Even a Bank Must Make Money

Letters Help to Sell the Idea Without Losing Any Business

By H. B. Grimm

Director Department of New Business, St. Joseph Valley Bank, Elkhart, Ind.

WHY shouldn't a man be expected to pay for bank service in the same way that he pays for any other commodity? Is a bank justified in incurring

tremendous expense simply in order to hold the good will of the small depositor, on the chance that he may become a big one?

These questions belong to a subject often discussed pro and con by bankers and bank advertising men, as the writer has observed during the last ten years. In this period he has visited banks in towns of 20,000 population and upward in practically every State in the Union,

In PRINTERS' INK of July 31 another question of closely related interest is touched upon-that of banks making a service charge where the daily balance of customers falls below a certain mini-

Up to a few years ago this plan was followed by banks in the larger cities. However, as progress was made in banking, and it was placed more and more upon an efficient, mechanical, cost-system basis, it became apparent that the average small checking account represented a substantial loss.

In a banking institution in a growing young Indiana city it has been found that an account carrying less than a \$50 daily balance cost \$5.20 a year in clerk hire, stationery, and other proportionate overhead expenses. In order to break even, a daily balance between \$100 and \$150 is required, and in order for the bank to make any profit on an account a daily balance of \$200 or more is necessary. With the present scale of prices for help and materials, I believe that the figures in this case would be approximately true of any bank in cities up to 100,000 population. Above that, I

imagine the minimum daily balance requirements would advance over this figure.

A year ago this institution began to make a charge of 50 cents per month on each account where the balance was less than \$50 daily. We considered making this charge \$1, and are sorry we did not do it, but may advance to this figure shortly. The result has been that we have eliminated about 800 unprofitable checking accounts during the past year. This does during the past year. not mean that we have lost 800 accounts. Quite a few people glad-ly pay a service charge.

In other cases, we small balances to our Savings Department, write the depositors a nice letter setting forth the fact that we made this transfer in order to save them a 50 cent charge each month, and in order that their funds might draw 4 per cent

interest.

This is a sample letter:

For your benefit, we have taken the liberty of transferring to our Savings Department, the funds you had on deposit in our Checking Department. In view of, the following, we believe you will heartily approve of this action on

wiew of the following, we believe you will heartily approve of this action on our part.

The State Banking Department of Indiana recently called our attention to the fact that commercial accounts of less than \$50.00 were being carried by us at a considerable loss. The bank therefore decided to act upon the suggestion of the Banking Department and make a monthly charge of \$0c to depositors whose minimum checking account balances are less than \$50.00.

As the balance to your credit would come under this ruling, we felt you would appreciate our transferring your funds to the Savings Department, thereby not only avoiding this monthly charge, but also assuring you of interest at the rate of \$50c.

Inasmuch as Savings Accounts are not subject to check, they are much less expensive to handle than checking accounts and no charge whatever is made on them, whether large or small. At the same time, the money is available whenever needed and you can deposit additional funds when convenient.

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Besides these advantages, interest at 4% will be credited on this Savings Account every three months. Yours very truly,

-, Secretary. Balance transferred \$-

Hundreds of people carry checking accounts that are absolutely unnecessary. This is particularly true of clerks earning \$50, \$60, or \$100 per month who have fallen into the habit of drawing a check each day for \$1 or \$2 for spending money. With a little education, they soon appreciate that a checking account is not at all necessary in their case, and gladly carry their money in a savings account, which is more profitable to themselves and especially so to the bank.

Figures furnish the best answer to any perplexing problem, so I am sure you will be interested to learn that in our case, out of 1900 checking accounts, having on deposit a total of one and one-quarter million dollars, 400 of them carried an average balance of \$22, and another 300 an average balance of \$75

These 700 accounts represented approximately 40 per cent of our total number of accounts, yet represented only about 2½ per cent of our total volume of business. The 400 accounts which carried a \$22 balance only represented 5/6 of 1 per cent of our total volume

of business. I am quite sure a hard-worker merchant or manufacturer such as referred to in the article mentioned usually receives full co-operation and encouragement of any progressive bank, but even so, I cannot see why a man should not be expected to pay for bank service the same as he pays for any other commodity.

Doty Succeeds White

E. D. Doty, who has been a member of the advertising department of The Domestic Engineering Company, Dayton, O., manufacturer of Delco-Light Products, since the organization of the company, the last eighteen months as assistant advertising manager, has been made advertising manager of the company. He succeeds R. H. White, who is now in charge of the Dayton office of Power, Alexander & Jenkins, Inc., Detroit, advertising agency. Detroit, advertising agency.

City's Lumber Trade Association Advertises

Civic pride copy is being employed in large space by the St. Louis Lumber Trade Exchange in a campaign just begun in the St. Louis newspapers, to show citizens the importance of their city as a lumber centre.

The first advertisement was headed "St. Louisans, Talk Lumber." The public is told in this ad that St. Louis public is told in this au that N. Louis is the world's greatest lumber market. The importance of wood in all phases of industry is dwelt upon and the particular importance of the lumber business to St. Louis. The campaign will extend well into the autumn months.

Willys Corporation Form.d

The formation of a Willys Corpora-tion has been made known by John N. Willys, president of the Willys-Over-land Company, Toledo, Ohio.

The corporation will be in effect a combination to permit the further ex-pansion of the Electric Auto-Lite Cor-poration of Toledo, O., the New Proc-ess Gear Corporation of Syracuse and the properties of the Dusenberg Motors Corporation of Elizabeth, N. J. In addition to the acquisition of the

In addition to the acquisition of the companies mentioned above, the corporation will own securities of the Willys-Overland, Fisk and Federal Rubber, Bridgeport Crucible and other corpora-

Bombed French City to Have Advertising Show

Nancy, France, a favorite dumping ground for German bombs during the war, is to have an advertising exposition from September 14 to 28. The event is to be held under the direction of the Chamber of Commerce of Nancy. The purpose of the show is to bring to the Nancy region has been adventised. The purpose of the show is to bring to the Nancy region the best examples of all forms of advertising now in use throughout France or other countries. The Nancy Chamber of Commerce be-lieves that advertising is to play an important part in the rehabilitation of its city.

Gihon With Atchison Hardware Company

Ralph Gihon, who has been a member of the mail-order staff of the T. Eaton Co., Limited, Toronto, Canada, and with the Jones Brothers Hardware Co., Little Rock, Ark., is now with the Blish, Mize & Silliman Hardware Co., Atchison, Kans. Mr. Gihon will compile a catalogue for the company.

Rubber Overshoes Market Reported by A. N. P. A.

A special trade report on the mar-t for rubber overshoes has been made by the Bureau of Advertising of American Newspaper Publishers Association, New York.

Presenting Your Catalog To the Shipbuilder— When He Is Buying



Six hundred editorial pages sell* the SHIPBUILD-ING CYCLOPEDIA to the engineering and purchasing executives of the industry. It is their reference book, for planning the equipment of ships and yards.

Your Catalog pages—in the same volume—will become an integral part of the text.

Your Catalog pages — in the SHIPBUILDING CYCLOPEDIA—will therefore be presented to the shipbuilder when his work involves buying the very products you manufacture.

A limited time is available before the Catalog Section of the SHIPBUILDING CYCLOPEDIA goes to press. Write for complete information—now.

SIMMONS-BOARDMAN PUBLISHING CO. Woolworth Building New York

Publishers also of RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, BAILWAY ELECTRICAL ENGINEER, RAILWAY MAINTENANCE ENGINEER and RAILWAY SIGNAL ENGINEER

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Card of Admission!

I F you ever tried to sell typewriters, you know how much it counts to have a proper introduction to the office manager.

That busy individual is only mildly interested in the funny stunts a machine does, but he pricks up his ears on office timesaving.

Remington Salesmen now go out armed with an indirect but very real card of admission.

Remington advertising, that reaches most business people in the country, tells that the Remington man is coming—to demonstrate one or another machine. Yes. But first and foremost he is on his way to save business time.





"To save business time" is a key that finds the hole in many a heavy office-door these days.





From the standpoint of the advertising agency, Wilfred O. Floing Company offers a decidedly valuable form of cooperation.

To its broad experience in handling the picture, white space and type elements of advertising, it adds a thorough understanding of advertising fundamentals.

Over and above these two, actual agency experience of a number of its men, and a working familiarity with agency methods.

This unique equipment usually leads to most satisfactory relations with advertising agencies.

WILFRED O. FLOING COMPANY

1316 Garland Building

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How to Advertise Substitutes Without Referring to Them as Such

The Difficulty of Disassociating Fabricated or Synthetic Products from the Things They Are Intended to Supplant

By S. E. Kiser

7 HEN the inventors of the English language brought it into existence they neglected to include several words that are needed very much and almost con-One of these missing stantly. words is to blame for a great deal of trouble and much extra labor on the part of people who advertise or prepare advertising copy. It is a word-that is to say, it would be a word, if it existed—meaning more than "substitute," meaning something better than "imitation," meaning something more comprehensive than "original" or "genuine" or any of the kindred terms that are used when the manufacturer of a product that is to be used in place of some other product that it may or may not resemble either in taste, in texture or in form, wishes to announce its merit.

There are, for instance, the cotton seed oil and suet compounds that are intended to take the place of lard or butter. These different products are given various names. but there is no generic term that may be applied to all of them in general. Hence, it is always necessary to explain their uses, and this usually is difficult without conveying the impression that they are to be accepted as substitutes either for lard or for butter or A similar difficulty is for both. encountered when an endeavor is made to describe or recommend any of the products that are intended to obviate the use of leather. To refer to such products as "alternatives" is but little less objectionable than to call them imitations or substitutes, and to say that they are synthetic deof the laboratory velopments means little to the people whose interest is solicited.

Sancho Panza was in favor of

offering a vote of thanks to the man who invented sleep. are many manufacturers who will wish to have a suitable reward bestowed upon the man who invents a word that will serve a purpose in the commercial world similar to the purpose that is served by the word "mule" in the animal world. Think of the awkward fix we should be in if the word "mule" had never been invented and if, therefore, we were compelled whenever we referred to a mule to speak of the animal as a substitute for a horse, always with the explanation that, while the mule was not intended to do away with the use of the horse, it was, nevertheless, superior to the horse for certain kinds of service.

SEEKING A NEW TERM FOR LEATHER "SUBSTITUTES"

During the past few years we have heard a good deal about manufactured substitutes for leather (if the manufacturers of these materials will pardon the reference to them as substitutes), and we shall hear more about them in the future, because they are coming into wider and more general use almost daily. The development of the automobile industry has been particularly effective in creating a large demand for these products. If nothing but leather were used for automobile tops and cushions, the price of shoes would not only be prohibitive, but impossible.

When Henry Ford began his effort to arrange matters so that no family could be satisfied with itself if it lacked an automobile he found it necessary to look around for something that could be used instead of leather for making tops and cushions. He succeeded in getting what he wanted

-something that was cheaper than leather and at the same time just as good as leather for the particular purpose at hand. Leathercloth or leatheroid, or whatever one may call it, is, in fact, better than leather for certain kinds of service. Other automobile manufacturers followed Ford in adopting the compositions that were intended to supplant leather in making tops and cushions, and to-day the use of synthetic fabrics is almost universal in the automobile industry, so far as the materials for tops and cushions are concerned.

These materials have many names. Each manufacturer has had to devise or adopt a special name for his product. We hear of Zapon, Pantasote, Fabrikoid, Neverleek, Rayntite and other "coined" names, all meaning practically the same thing, but each being employed more as a trademark than as a name to designate in a large sense a product that has come into such general use as to involve a turn-over of hundreds of millions of dollars annually in its manufacture.

MATERIAL IS IN NO SENSE A "BY-PRODUCT"

It is supposed by many people that, because these materials are supplied by the manufacturers of explosives, they constitute a by-product. This is not the case. The fact is merely that practically the same materials that go into the compounding of explosives are used in the production of leathercloth or fabrics that take the place of leather for upholstering and certain other purposes. Cotton, nitrated and reduced by solvents to what has been called "a natural resulting consistency" is used in the manufacturer of explosives, and this same paste or semi-liquid is employed in making the leather-like coating that is found upon the fabrics that are used in upholstering where leather is too expensive, or unsuitable for other reasons. The absence of the chemicals that are necessary to produce the explosive qualities of the composition leaves the fabricated leather as free from dangerous tendencies as is the leather that is made of the hides of animals.

Referring to the rapidly increasing demand for materials that may take the place of leather, M. J. Dowling, advertising manager of the Zapon Leather Cloth

Company, said:

"It would be practically impossible to get enough leather to supply the market if nothing else were used where products that now take the place of leather are employed. In addition to its use in upholstering, leather cloth is used for bookbinding, for desk coverings, for making traveling bags and for many other things, including ornamental paneling. It can be embossed successfully, and in a general way may be said to lend itself to any treatment that may be applied to leather. can give it any grain that is desired, any color, any weight or thickness of body that is suitable for the use to which it is to be devoted. No attempt has been made to introduce its use for making shoes, but it might easily be adapted to that purpose, especially for inner soles and linings. would be much more serviceable than the cheaper materials that are being used, and it would be better, too, because it is water-

"But for the present there are so many other uses to which leather cloth and fabricated leathers are being put that it is necessary for the manufacturers to increase production continuously, and so far they have not succeeded, although there is an annual enlargement of their plants, in getting the supply to measure up to the demand. For this reason, it has not been necessary to enter into any general advertising campaigns; but at no distant day it will doubtless be advisable to pay more attention to advertising than we have devoted to it in the past. We have advertised in trade publications, and this advertising has served its purpose admirably.

"When we engage in national advertising it will be, as I see the

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situation, not simply to increase sales, but to educate the public concerning the merits of our ma-terials. We must find a way in which people can be made to understand that we are not making a mere substitute for leather or an imitation of leather, but a fabricated material that possesses peculiar qualities of its own and that has its own particular place in the commercial world. I think this advertising, when we get to it, should avoid any reference to leather. An effort should be made to keep any thought of leather from the mind of the reader when he is considering an advertisement in which the merits of the fabricated product are set There should be as much distinction here as there is in a piano advertisement. When a piano is advertised it is not necessary to refer to organs or to harps or to violins. All of them are musical instruments, but each has its special use, and so it is with leather and the materials that are employed where leather is not desirable.

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IS A GENERIC TERM LIKELY?

When he was asked whether he thought the manufacturers of leather cloth or fabricated "leather" were likely to agree upon a name that could be applied to it generally, as the noun "piano" is applied, leaving each producer to adopt a special name or trade-mark for his product, Mr. Dowling replied:

"I don't believe there is any probability of that. The business has been developed to a point at which it would be difficult to make a new start by giving the product a name that would apply to it generally, even if one that would suit the purpose could be found or invented. If such a name could have been adopted in the beginning it would have been fortunate. Our problems would have been simplified by it. There would have been no confusion in the public mind concerning the nature of the various products that are supplanting leather; but, unluckily, that didn't happen. I do not

say that no such thing is impossible now, but I believe it is improbable. Each producer has adopted a name for his product,

and will be likely to adhere to it. "In the case of Zapon, the name came into existence purely by chance. A piece of of copy describing the process of manufacturing our product was sent to a printer, and in this copy the verb 'japan' was used, as meaning the application of a coating or surface. The copy was written in longhand, and the printer could make nothing but 'zapon' out of 'japan.' He set it up in that way, and when the proof was read the name the type-setter inadvertently had given our product seemed so good and so distinctive that it was adopted immediately, and our leather cloth has been known as Zapon ever since. I am sure that we would not wish to give up this name for any other that might be devised for general application to materials that are intended for use where leather formerly was employed.

"We must, however, discover some way in which it will be possible to advertise leather cloth without dragging in the comparison with leather. That will be a matter on which the advertising experts are likely to have a chance before long to exercise their ingenuity. The man who can do it, or who knows exactly how it can be done, will find other fields in addition to ours in which to demonstrate his usefulness."

Here, it would appear, is an opportunity for the copy writers and the specialists in advertising. English language is in immediate -words that may be used where the words "substitute," "imita-tion," "instead of" and "-imitaneed of a number of new words tive" are objectionable. We have borrowed liberally from French and from other foreign languages. Perhaps one of them has the word or words that are needed in advertising leather cloth, and substitutes for butter and lard, without bringing in references to or advertising the things they are intended to supplant.

Is Sentiment Against German-Made Goods Receding?

This Is the Time to Advertise, to Fortify New American Industries before the Flood of European Goods Arrives

By S. C. Lambert

WILL the German-made toy come back? Not if advertising can prevent. And from the amount of advertising that is being done now by manufacturers and jobbers, having in view the Christmas trade of this year, it would seem that this end of the proposition is going to be worked to the limit.

Without question the American manufacturer of playthings has made amazing progress since 1914 when the German supply of toys began to get short in this country. But he has yet a considerable way to go. Nobody realizes this better than the manufacturer him-

self.

Three months ago there was considerable pessimism among American toy makers and among those jobbers who do not want German toys to come back. There was much talk about the market being in danger of being flooded with low-priced German toys soon after trade relations were resumed with Germany. This sumed Germany. caused advertising campaigns to be pushed forward with more than usual vigor in an effort to create sentiment in favor of the domestic product, not only from a sentimental standpoint, but on a basis of quality.

In the last few weeks, however, it has become apparent that there is no reason to fear anything like immediate real competition from

the Germans.

One of the largest importing concerns in New York has advised some of its principal people to seek other connections on the ground that not for two or three years, anyway, can there be much business in imported toys. This information comes to PRINTERS' INK from a confidential source. The policy is based upon careful

investigation by the experts of the

house in question.

"We investigated conditions thoroughly in Germany," said one of this concern's men, who now has allied himself with American toy-making interests. "We did this so we could know just what we might expect if a condition should develop whereby German toys again could be used in this country. We found the German toy-making industry in much worse: shape than was imagined.

"People over here thought that all during the war the Germans were piling up great quantities of toys against the time when the markets of the world would again be open to them. As a matter of fact, they did nothing of the kind. For at least two years, and probably three years, the Germans will have all they want to do to supply their own markets and those of nearby countries. By that time I suppose the Germans again will be going after the American mar-Whether they can get it or not depends on the enterprise of the American maker in developing lower priced toys and in thoroughly selling the American retailer on merit. This will mean energetic advertising as well as manufacturing."

WILL AMERICANS FORGET?

During the heat of war when hatred for Germany and things German was at its height, he was a brave man who would consent to be quoted as saying anything favorable to German goods. At that very time, however, some of the country's leading merchandising experts told a Printers' Ink representative privately that the time would come when the control of the American toy market would be decided strictly upon the

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The Milwaukee Journal (General Headquarters) rects the buying-habits of the vast Army of Occupation in Milwaukee and Wisconsin!

- the National advertiser needs no whys or wherefores other than these-

- in editorial prestige reader confidence advertising re-Journal sponsiveness. The holds high rank in the select circle of the country's newspaper leaders.

- even figures, weighty in themselves, fail to bring a full realization of the Journal's greatest strength.



London Office, 34 Norfolk St., Strand

Of which H. J. GRANT is Publisher and R. A. TURNQUIST is Adv. Manager

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The Special Representatives are O'MARA & ORMSBEE, Inc.

New York and Chicago

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Which Do You Buy

A store-sales advertiser called on a successful mail-order man. The conversation drifted around to mediums.

"Why do you use more space in COMFORT than in any other magazine?" the store-sales man asked. "On looks, on art, on paper, on style, it hardly compares with some of the other magazines going to farm women."

The mail-order man smiled. "Come and look at my key sheets," he said. "I let you people buy the fancy printing—I buy results."

The key sheets showed that COMFORT pulled rings around its fancier competitors, and had for years.

Looks— Or Results

"Some day," said the mailorder man, "you store-sales people will learn to buy advertising space on results. When you do, COMFORT will carry advertising than any more monthly in America."

"I know by test that the subscribers believe in COMFORT. read the ads and are influenced by them. I buy results, not looks."

Ouite probably Comfort will produce results for you too.

After all, the magazine that moves your goods from the dealers' shelves into the homes of consumers is the one you want. Any mail-order man's key sheets will tell you which magazine sells the most goods to the best grade of farm folks.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE
FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquelle Bilde,
New York Office: 1628 Avokan Hall.

merits of the toys themselves from a standpoint of quality and price. Many people have a habit of forgetting. Also when they buy goods they do not stop to consider where the goods were made. The same PRINTERS' INK repre-

sentative last week interviewed some leading jobbers and retail mail-order concerns as to their probable attitude toward German Some rather surprising things were said. Some officials and buyers discussed the thing man to man with the utmost frankness, but were not willing that their remarks should be quoted even anonymously. As a result of their statements, however, the writer does not hesitate to express the conviction that German-made toys will in a couple of years be giving the American product the stiffest kind of competition. In other words, German toys will not be barred out so far as the jobbers and retailers are concerned simply because they are German toys.

Some houses seem to be struggling between sentimental and business considerations and frankly admit they are on the fence waiting for developments before they formulate any definite policy.

This on-the-fence attitude is well illustrated by a rather enigmatical remark made by one buyer, who was asked if any Germanmade toys were on the American market at present.

"Not many on the market, I guess," he replied, "but some that can be put on at pretty short

notice.'

"What do you mean by that?"
"Well, we ourselves have quite
a quantity of German toys, but we
are not selling them. They have
not even been unpacked. They
are stored away in our warehouse,
and we are forgetting them for
the time being.

"They are old goods that we bought before America entered the war. We haven't bought any German toys since that time and I don't believe any other importer

has either."

Another buyer was asked how the American made toys were matching up with the European

product.

"Wonderfully well," he replied "We were amazed and gratified at the quality of the goods we found at our disposal for this year's business. In Marshall I saw a line of dolls at \$1.50 each that in every way equalled the German or French doll that used to retail in this country at around that price or possibly a little less. American manufacturers surely have made progress in the matter of dolls."

"How about the character dolls that used to retail around fifty cents?" the buyer was asked.

cents?" the buyer was asked.
"Oh, you can't find them," be replied. "There are a lot of cheap appearing Jap dolls made in imitation of the German product that you can buy for fifty cents. But. there won't be much demand for them. The American dolls at \$1.50 are too far ahead for that."

This buyer said that American toy dealers as a general thing are well pleased with American-made toys and regarded them as good values with some few exceptions.

"The European popular priced dolls were better," he said. "And also their Christmas tree ornaments. America is still considerably behind on the Christmas tree ornament proposition. I have no doubt though that in this as in other holiday goods we soon will find ourselves."

A buyer representing a large department store said he thought

A buyer representing a large department store said he thought the people would respond in a satisfactory way if American toys were to be advertised to them as

such.

"This thing has been pretty thoroughly aired already," he said. "If sentiment against German goods can be kept alive for a time then I think the American toys can be bettered in the more popular priced lines in a way to enable them to compete with anyhave to offer."

But how about the retailer?

He is the one to be considered.
He is the one that is being bombarded with advertising right

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Magazine Magazine Remade World FICTION is the most powerful and therefore the most important form of Literature that civilized man has thus far developed. The best and most appealing fiction is Today's History with the human pulse-beat throbbing all the way through it. No more sharply defined example can be cited of the particular kind of fiction that has made The Red Book Magazine distinctive as a dramatized monthly record of present-day life in America than the novel—

"What's the World Coming To?"

By RUPERT HUGHES

which began its serial course in the September number. It pictures a great people struggling with a revolutionized social, financial, political, industrial and economic life in which mushroom fortunes, frenzied living, national prohibition, equal suffrage, and the absorption of the hordes of returned soldiers are picturesque elements. Its New York is the brilliant Babylonish Man-

hattan of Today. Its Texas oil fields are so true to actual conditions that many a reader of this serial might get a clearer and deeper insight into their controlling forces than could be secured by a week's residence on the ground.

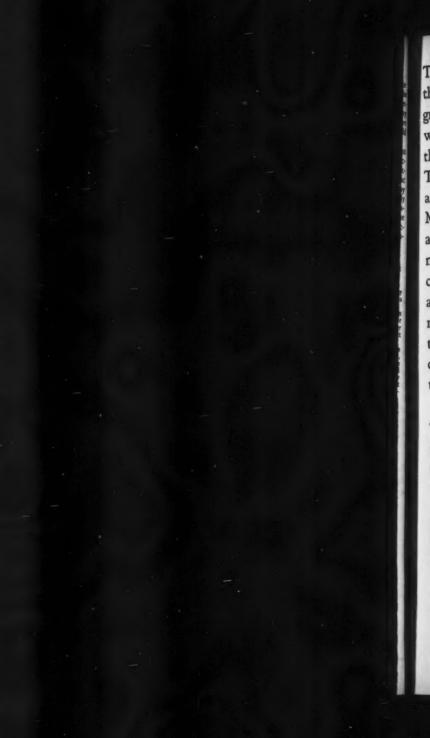
By exclusive arrangement the successive novels by Rupert Hughes will continue to be published setally, as during the past six years (see list in panel opposite), first and solely in

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This principle of dramatizing the thought. the emotion, the action of Today-the greatest hour of Reconstruction that the world has ever known - is applied throughout THE RED BOOK MAGAZINE. The greatest artists of fictional writing are contributing to THE RED BOOK MAGAZINE. They are keen and shrewd analysts of financial, industrial and economic conditions, no less than social conditions. They see without prejudice, and they write as they see. Their stories reflect the dominant trend of national thought and feeling. They are narrative dramas of individual struggles and emotions, all influenced by Today's Ideas.

The readers of THE RED BOOK MAGAZINE find a virile interest in such fiction—because it is true to modern life down to the minute. The sheer merit of its

The Rupert Hughes novels of the past six years published in

The Red Book Magazine:

"What Will People Say?"
"Empty Pockets"
"The Thirteenth Commandment"

"We Can't Have Everything"
"The Unperdonable Sin"
"The Cup of Fury"

inherent appeal and its well-calculated ability to attract the interest of live men and women increases the number of readers each month. The fiction of The Red Book Magazine is a Constructive Force in the social, business and political life of this new America in which we live, for it deals with live ideas and vital conditions—the stuff with which Today is weaving the fabric of Tomorrow.





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Institutionalitis and Old Man Specific

Institutional Advertising Demands an Institution-And Words Are Best Used to Express an Idea

By P. K. Marsh

INSTITUTIONAL Advertising is one thing. "Institutionalitis" is another. The old man has no quarrel with institutional advertising, per se, though certain commentators on "Old Man Specific" assume it. Far from it. Institutional advertising has too often proved itself a sound and profitable policy.

The point of peril is not in the "institutional" but in the "copy." Bush-league copy can sell some

goods, bring some inquiries, and otherwise perform certain advertising functions with some degree of success and profit.

But bush-league copy can't build institutional prestige no matter how many optimistic (or uninformed) advertisers may think it

Institutional advertising, prove more profitable than the employment of the same space to attain less aspiring results, demands

certain very definite factors.

First, it demands an institution. Spread-eagle copy applied to an ordinary, humdrum, commonolace commercial concern with colorless policies and a thirty-day vision leaves it an ordinary, humdrum, commonplace concern with thirty-day vision (unless Conv-writer can prove himself a Harriet Beecher Stowe in miniature and hypnotize the executives into new mental growth.) be sure you have an actual institution worthy the dignity of that phrase. In other words, "first phrase. In other catch the rabbit."

Second, institutional advertising must reflect more than mere financial ability to buy big space and leave large gobs of it blank-it must reflect an idea-a big league idea or, haply, a group of distinctive ideas.

Many an institutional advertiser

is mistaking the one as a substitute for the other, and wastefully misusing perfectly good space that could be selling nice orders of worth - the - money merchandise. Here is where Old Man Specific feels slighted.

Why, oh why, should this prove

so common an error?

Why do hard-headed businessmen imagine that someone's Waterman can work miracles overnight where their own ingenuity, perspiration and years of struggle have erected only a totally commonplace concern? Is it that they over-estimate their own accomplishments, do they mistakenly exaggerate the gullibility of the great American public-or do they enjoy the exercise of patting themselves on the back in public?

When the bush-league copy writer and the self-befooling executives meet, the advertising sky is lit up with a veritable Aurora Borealis of glittering generalities.

WHY NOT SELL AT THE SAME TIME?

The first rule of the bush league institutional copy-writer seems to be-never, no, never, by any chance betray an inclination to sell "Art for art's sake" is goods. obviously the guiding light.

Very good so far as it goes. Mail-order copy can't successfully appear in the margins of an institutional display, but on the other hand there is no good and fundamental reason for false modesty. After all is said and done the manufacturing institution rests upon its product. The institutional portrait which omits that product is in a degree incomplete though sometimes this is utterly justifiable—(as, for instance, in the present Hydraulic Pressed Steel campaign). But the one

master-fault which marks bushleague institutional copy is the total failure to grasp the truth that the cornerstone of an Institution is its individualism, and, therefore, that copy which fails to express or prove some identifying individual condition is an advertising "dud."

For example, here is a piece of "institutional" copy for which the advertiser paid \$238.09 per word (if we subtract the display line,

signature and address).

Uninterrupted and economical performance is the direct result of high standards of manufacture and concentration upon one product for many years."

Does your mind react to that as

mine does?

Does copy like that make you subconsciously mutter, "Well! if that's the best they can say for themselves I don't think much of their article! If it is so utterly commonplace I can safely cross it, off the list of possibilities?"

Then take this sample, this time an advertisement of a concern which is competing in a field with other even more aggressive users of publicity. In a full page they appeal to me as a customer with these alluring reasons to part with my cash.

"There is a ***** made to meet the demands of your *****. Get it from the ****** distributor

nearest you.'

How long would they pay a salesman's salary who could find no more vital sales-argument? Yet they paid the publication for that insertion more than scores of competent salesmen receive annually.

Here's another blossom of the generality-tree which made Old Man Specific long for the days

prior to July first.

"Even if your first strongly favorable impressions were not confirmed by ****** owners, you would know that a *** which and ***** so beautifully must be superior in design and in the scrupulous care with which it is built."

I dislike to omit the two verbs above but they would betray what the rest of the copy so carefully avoids. As it stands it makes a suitable parlor-puzzle with a for the contestant who prize guesses the type of product advertised. That particular type of copy so aroused my desire this year that I spent \$3,500 for competitive articles of different makes without even investigating their product. Why should I? What have they submitted to me as a buyer to convince me that they have anything more to offer than pretty words grammatically arranged (and a darned-good layout-man)?

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NOTHING TO CLINCH A DOUBTFUL SALE

I may be wrong but I feel confident that in each campaign from which the above samples have been clipped, the word "institutional" has been used at some time or other to explain why the copy writer has so carefully avoided arousing the buyer's curiosity by

any specific reference.

Personally, I feel that there is actual peril in such "say-nothing" copy, because, while it is quite sufficient to hammer home the name of the product among thousands of people who can never be actual purchasers, by its very lack of information and interest it arouses justifiable doubt and dissatisfaction among those who have an immediate need. I know it to be true in my own case that I mistrust the orator who spouts empty generalities and the advertiser who prints them.

A captious critic can probably prove that I am all wrong in my criticisms because each of the advertisers in question is hopelessly behind his orders.

Oh, very well. Is it because of or in spite of their copy?

Personally, I fail to see the logic of refusing to whet the desire of a potential future customer merely because there are buyers aplenty for this season's production. Other seasons, other years are coming and the Unattainable of the Present is often elevated to be the Goal of the Future. Why dull the flavor of the appeal?

Some one is saying at this point-"Ah, he is hopelessly out of date. He would have us return to the Dark Ages of advertising when copy was merely paragraphs of detailed description. Broad-gauge advertising is a closed book to him."

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Big-league institutional copy need not catalogue dry specifications nor plunge the reader into a morass of small type. Eightyone words are sufficient to leave a deep-grooved impression when they ring with the individuality of the eighty-one which follow:

REAL INSTITUTIONAL COPY

"Once upon a time there was only one drop-forging plant in all the United States of America. That was Billings & Spencer, of Hartford. Since that far-past time (it was in Civil War days, and Lincoln knew Billings) other great plants have, of course, grown up and dotted the industrial map. But to many a keen buyer of drop forgings, of machinery, of hand tools, there is still only one drop-forging plant in the United States of America."

There is a picture of an Institution—mature, broad enough in vision to speak well of competition, proud with the pride of "noblesse oblige." That is a portrait which will endure in the reader's mind, yet it contains (nor requires) no painfully exact halftone of the products.

Here is another actual sample of copy that does not concern itself with accurate verbal photographs of the product. Am I super-critical when I admit that, to my mind, it fails utterly to "carry through" because it not only lacks those verbal photographs but also omits any specific proof that its high claims are based on any material facts? Do I misjudge the reputed hardheadedness of American Businessmen? Does it convince you?

"In manufacturing, the matter of doing things right is not only a matter of principle, but also a question of facilities.

"A great institution, possessing wide experience and commanding ample resources, can bring to bear in its manufacturing the equipment, machinery and methods which enable it to produce a quality product with absolute uniformity and economy.

by dealers everywhere."

Wouldn't one pungent fact
carry greater conviction?

Stone & Webster think so. They believe the story of a single definite accomplishment carries home the story of their service better than a paragraph voicing their personal opinion of themselves. (For an unsubstantiated claim is, after all, only an opinion, even though expressed at a cost of \$91 a word). Note the utter absence of all superlatives, all claims and every other form of verbal embroidery in the Stone & Webster message.

"In the latter part of 1918 we were employed by the United States Government to design and supervise the construction of the Ordnance Base Depot for the repair and maintenance of all material and equipment of the Amer-Force in ican Expeditionary France. Shops, warehouses, and other structures were erected along the line of communication stretching from St. Nazaire Is-Sur-Tille, the work being handled from our headquarters in Paris. The accompanying illustration shows the unloading of artillery Atelier de Mehun-Sur-Yevre.

"We are continuing our organization in France for a general engineering and construction business and the experience gained in our work for the Army is offered to industries planning extension into Europe."

And now let's wind up the exhibits with a definite contrast between the two schools of non-descriptive, "non - specificational" copy. Fortunately my grazing through advertising meadows has enabled me to pluck for the purpose two advertisements of a commodity which every reader of this article (save he or she who reads

in bed) is wearing. Making no comments, I only ask that you decide for yourself a fortnight hence which message has stuck in your memory.

The first exhibit follows:

"All outdoors calls for tennis, tramping, golf-and it means good durable hosiery. Choose your hosiery carefully—you can't afford to buy hosiery just because it looks well—you should choose it for the inherent quality that makes not only for appearance, but with the assurance that its shapeliness and beautiful lustre will always be retained.

"If you want this kind of hosiery satisfaction, you have but to words-"TRUE remember two

SHAPE."

And this is the second adver-

tisement:

"The first stocking machine to this country arrived in Ipswich, Mass., in 1882. Ipswich Mills and good stockings have been synonymous ever since.

"100,000,000 feet wore Ipswich hosiery in 1918. It took the entire output of our five mills-over 50,000,000 pairs—to satisfy the de-mand for Ipswich Hosiery last year. One pair for practically every second man, woman and child in the United States."

And now, having preached and expounded even down to the Fourthly and Fifthly of my text, I crave permission to step down from the pulpit, take a lay seat in a front pew and propound a question for some wiser mind to answer.

In feminine publications fullfledged institutional advertising, 99 44/100 pure, is, to all intents and purposes, non-existent.

I have rolled this surprising observation back and forth in my cranium until it has marked out new creases in my cerebrum and -bellum.

Is it that the feminine mind is cold to such rarefied appeals-that feminine imaginations do not respond and thrill to their high-powered vibrations? Has the sex been weighed and found wanting?

Or is it that we of the male sex

have learned from illuminating personal experiences with wives that woman's intellect is too perspicacious, too canny, and too ungullible to concern itself with ethereal arguments when, in the next column it can find a stickful of tangible Facts?

Southern Business Commission to Europe

A commission, composed of nineteen embers of the Southern Commercial members of the Southern Commercia Congress, sailed for Europe on Septem Congress, sailed for Europe on September 6. This commission, known as the European Trade Commission, has as its object the promotion of "reciprocal comouject the promotion of "reciprocal com-mercial and financial relations between the United States and the markets of the world, with especial reference to the waterfront from Maryland to Texas."

This is the third similar commission sent to Europe and foreign countries. The last one consisting of 118 dele-

ane last one consisting of 118 delegates, spent many months in Europe six years ago in a study of commere, banking and shipping.

The data gathered will be submitted by the commission to the forthcoming congress of the Southern Commercial Congress in Savannah beginning December 8.

New French Commerce Bureau

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A new bureau has been established in France under the direction of the Ministry of Commerce which will deal with the foreign commerce of France and with French commercial attaches. The new Government agency is announced in a decree published in the French Official Journal which describes the establishment of the national bureau as an official bureau under the Ministry of Commerce. The new foreign trade agency provides for a modified status of the French commercial representatives abroad, provides for new commercial attaches, and creates agencies to work under the immediate agencies to work under the immediate direction of the commercial attaches sta-tioned in various parts of the world.

Piggly-Wiggly Reorganization

The Piggly-Wiggly Corporation, Memphis, Tenn., has made known a plan of reorganization under which the preferred stock of \$600,000 has been increased to \$2,000,000 and the common of \$1,500,000 has been raised to

55,000,000.
This organization was created by Clarence Saunders to market the self-

With the plan of reorganization the announcement was made that the general offices of the company will be in Washington, D. C., and that several hundred of the stores would be opened in New York.

of the World.



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"I'll Tell the World!"

HE advent of the industrial motion picture is the most important thing that has "happened" in advertising circles since the stone age of the profession. It is as important to American industry as James Watt's monkeying with a tea kettle. Only the literate can read your written story—a savage in Zululand can understand a story told in pictures.

What are you going to say to the boss when he asks you what you know about industrial pictures?

If you are one of the lucky ones who go to the Convention you can go home and tell him all I know. It is more important for you as an advertising man to know this than it is to know the difference between Cheltenham Bold and Della Robbia.

An industrial motion picture theater in the Gold Room—Hotel Grunewald

The same room where you are going to eat lunch, and hear the big fellows talk. As soon as the daily luncheon is over the show will start. Continuous performance to 10 P. M. All Free.

Exhibits-Lectures-Demonstrations

Meeting Competition Increasing Distribution of the motion picture in:

You'll learn what your competitors know about the use

As a permanent record of your plant Valualising shop practices In welfare work In inyention, research and laboratory work

Vou'll learn of the 1001 uses of Industrial Pictures within paigns-showing a picture in dealer towns selected by

Exhibits—Lectures—Demonstrations

will start. Continuous performance to

200

paigns-showing a picture in dealer towns selected by

You'll learn of the 1001 uses of Industrial Pictures within your organization.

You'll learn how to get theater circulation-how to circulate vour films free.

You'll learn costs and results.

You won't have to take my word pictures did for them.

for anything - my enthusiastic clients will tell you what their

World Wide Activities

a camera expedition in South Africa. One in Sumatra-Malay Peninsula. You'll learn why the Universal has One forming to go to South Africa.

> hours a day. I don't to sell you anyprove to you that the motion picture is the

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but I want to

I'll be there in person to greet you with a will be on the outside 24

As a permanent record of your plant. Visualizing shop practices In welfare work

Meeting Competition Increasing Distribution THE PARTY OF THE P

In invention, research and laboratory work Selling and training your own salesmen In solving labor problems

about motion pictures is unprogressive and in our profes-And many more practical uses-all demonstrated through An advertising manager who is not fully informed-(not what you think you know-but demonstrated actualities) the experience of big concerns you know. sion that is a crime.

If you have any films—bring 'em along—I'll tell you how to make them work to get back the money they cost the

You won't be able to miss us at the Convention-but you had better make it a point to get the big story I have

Don't forget the Screen Department Gold Room-Grunewald-Gold Room

Harry Levey.

biggest thing in the ad-

vertising field today.



UNIVERSAL FILM MANUFACTURING COMPANY HARRY LEVEY, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe Studios and Laboratories-Universal City, Cal.; Fort Lee, N. J.

Offices: 1600 Broadway

NEW YORK



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Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations. Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO. 334 FOURTH AVENUE, NEW YORK

Things You Can Do with the Classified Ad

Little Tricks to Make Your Copy Stand out on the Page

By Richard Underwood

IT is told that when a certain famous picture of the Last Supper was painted, and when friend after friend of the artist enthused over the skilful technic which made the chalice blaze forth against the rest of the picture as a background, the artist, in disgust, seized his brush and, to their horror, smeared the chalice into an indefinite thing.

He did it, of course, because he had built his composition around the face of the Savior as the focusing point for the eye and the manner in which the chalice stood out disrupted the com-

position.

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This artist probably would have been more overcome with horror than his friends if he had been told that he was exhibiting a genius for judging the power of classified advertisements—but it's

true.

There's a splendid opportunity in the want-ad page for the advertiser who will look at the whole page as a unit. It is usually such a drab, even tone of type from margin to margin, such a gray scramble of conglomeration that it is not particularly difficult for the advertiser who selects something different from all the rest to make that something stand out like a cut thumb.

It is easy in many instances to make the classified ad attract the casual eye as the page is turned and excite curiosity, thus performing a service in addition to the normally expected one of laying a message before the number of readers who are consciously searching a particular classifica-

100.

I am not referring to the common method of the real-estate men who solve the problem by brute strength in buying a commanding amount of space and inserting therein half tones of the properties they offer. Such announcements are simply display advertisements in classified space. Their functions and theory would be just the same on a display page.

That's a good method, but it is obvious; and there are others which are much less expensive.

When the big employers of labor first sprang their "Help-Wanteds" with an inch or so of white space above and below the 5½-point type of their announcements, they produced a startling effect. They attracted not only the searcher of the classified columns, but the casual reader as well.

Now, however, though the plan still serves to give more than normal prominence, we are all getting used to it. It is losing force. And besides, too many advertisers are doing it. It is losing distinc-

tion.

TO CATCH THE WANDERING EYE

But there are always other methods. There is, for instance, the unusual border. It may be unusual because it is a freak, or simply because it happens to differ from the tone of the page. When other advertisers adopt it, or something like it, it is time to change to another.

One advertiser uses a heavy border on only two sides of his classified announcement, the left and the bottom. The same style border all the way around would not have been so strong: There were other four-side borders in

the page.

There is generally a characteristic tone to the classified pages of a given newspaper. It is not the same for every paper. In one the page will give a distinctly black-and-white-chopped-up impression. In this sort of page a thick gray

border will stand out strongly. Conversely, on a grey-tone page a solid black will be prominent.

Likewise, an announcement in boldface, one or two points larger than the normal type, will occupy very little more space, and will more than pay for the extra expenditure in the power it exerts -unless too many other advertisers are doing the same thing on

that page.

An illustration on a classified page which bears few or none other may have a 90-horsepower pull on attention and yet occupy a dozen lines or less. Take, for example, those simple little figures made with an oval pen-stroke for the body and single lines for the arms and legs. Conan Doyle used them as a mysterious code in one of his Sherlock Holmes stories. Imagine them somewhere in the "gray wastes" of a typical classified page. Would they stand out?

They certainly would.

A trade-mark of the advertiser in a small black and white slug is

good within limits.

Four inches of space scattered in inch units over the page, three of these being used to "tease" the attention toward fourth, which bears the real announcement, can be made to pull more strongly than a unit of four inches in one column-that is, in those newspapers where it would be possible to use such a device.

Here the co-operation of the publication, if it is willing to give it, in the placing of the "teasers" will help tremendously. Three one-inch units in three contiguous columns, each placed a little farther down than the other, and each bearing an arrow pointing to the next, would inevitably excite curiosity and lead the eye down to the announcement in the fourth column.

In short the imagination of the advertiser is the only limit to the of stratagems at command, and his attention to the types of announcements other advertisers are inserting in the given newspapers is the only limit to the strength with which he can make his own attract attention.

When somebody copies, it is always possible to move on to unlimited new tricks.

But it seems that very few advertisers ever think of the classified page in terms of imagination.

Some Thoughts For the Coal Dealer

Dealer

St. Louis, Sept. 3, 1919.

Editor of PRINTERS' INK:

I have often wished that I could enter the fuel business, at least for a time, and enjoy the business of selling goods in that line.

Both in my own experience as well as in the experience of others with whom I have talked, I have yet to learn of a fuel concern which energetically gets out and hustles for business.

If I suddenly found myself in the fuel business, I would start in first of all to get a mailing list covering every-body within the radius I wished to cover. Then I would get out a "warm' little house-organ and call it "Hot st-ff," or "Making It Hot for You," and in it I would give the best information I could gather for the purpose of showing how to get the best results out of the various kinds of fuel I had for sale. I have seen scores of house-organs, but do not recall a single one issued by a retail fuel dealer to his customers. Surely the field must be a wide one.

Then I would go over my card system regularly and telephone everybody.

Then I would go over my card system regularly and telephone everybody listed in it and if they were supplied for the moment I would find out when they were due to re-order and I would be on hand to grab the order. All of these methods are common and

All of these methods are common and simple and every-day happenings among many business men, but the retail fuel dealers seem to have come along this far without much of that sort of thing. The field is wide open for at least one fuel dealer in every city and town to profit by the example of business men in other lines.

in other lines.

And this suggests that there ought to be a big coal mining company some place which would think enough of advertising to issue a little publication along the lines of the above and supply a sufficient quantity to its agent in each town.

L. M. Booth.

A Cemetery Seeks Shareholders

An advertising campaign is being carried on in St. Louis daily newspapers by the Memorial Park Association, proby the Memorial Park Association, pro-prietor of a cemetery adjacent to St. Louis. Quarter pages are being used three times a week in two papers to induce citizens to become shareholders. The copy is cheerful in tone, placing streas on the perpetual feature of the institution and the beauty of the park. Stories are told in the copy of an-cient burial customs, such as those of the Egyptians. The co-operative fea-ture, by means of which every plot will receive the same care, is also brought out in the copy.

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Growing_

New York's Great Morning Newspaper



Makes a New Record of Circulation Gains Every Month

	1919	1918	Gain
August	143,796	122,773	+ 21,023
July	140,637	120,584	+20,053
June	136,955	125,757	+11,198
May	131,411	120,995	+10,416

The QUALITY of THE SUN'S Circulation is merely a reflection of the quality of the newspaper itself.

The GROWING QUANTITY of THE SUN'S Circulation is a reflection of the progressive and militant Americanism of a newspaper dedicated to the SERVICE of its readers.

The Splendid Traditions of THE SUN, its high Quality and its advanced position in news and editorial presentation, make it a newspaper that appeals to an ever increasing clientele of the discriminating and intelligent.

The Sun.

New York's Great Morning Newspaper

Selecting Your Audience in Advance

The Special Target Idea, When It Seems Wise to Direct a Campaign to Certain Classes of People

By W. H. Heath

THE advertising plans were placed before the sales manager, who was asked for an ex-pression of opinion.

There happened to be a lithographed calendar on his wall in which a large target was the dom-

inating motif.

"There are approximately one hundred and ten million people in this country of ours," said he, emphatically, "and we can't hope to sell our product to all of them. The very character of the goods narrows our market.

"The centre of the target yonmight well represent our bull's-eye; the outer circles are the less hopeful markets. Suppose we aim straight for the one

"Advertising that deliberately picks out one goal is very apt to be read by the public in general. We are all more or less interested in how the other half lives. I have seen it work out in a big city—New York. An automobile factory had an over-supply of small town cars. They were modest in price, too, and not at all the type of machine that a Rolls-Royce appetite would deliberately seek out. Marketing conditions, established branch offices and the proximity of the cars to the metropolis all indicated that the drive was to be made in New York.

"Three - column advertisements were used, with special drawings designed. These illustrations were built on the class appeal; swagger people and environment. And the crux of the message was: 'You, who own large and expensive automobiles will welcome this classy little, easy-going, corner-turning town-car. It's so handy for the trip downtown—gets in and out of the congested New York traffic with minimum difficulty. And

it turns in its own length! We would like very much to demonstrate just what it can do in traffic. Stop off at our sales rooms -allow our demonstrators to take you out and prove this important point.

"The first day eighteen ma-chines were sold. They were sold to people who owned large, expensive cars. Demonstrators actually took the prospect out into the heaviest traffic, and the turns were made under most trying conditions. No attempt was made to sell this machine to the general public."

The Dictaphone advertising for more than a year has been uncompromisingly directed to the high executive; the man who makes decisions in an office or institution.

Types of men shown are past forty, with square jaws and steel grey hair, the very men who look for efficiency and who do not wish to be tied down by petty detail, or the whims of a stenog-

SELLING THE BIG GENERAL MARKET PIECEMEAL

Some recent Kellogg advertising in newspapers was constructed with a very definite policy in mind. Even a breakfast food may have its special markets. It was reckoned that if all the wage earners could be induced to buy Krum-bles the factory would be kept humming.

The obvious illustration for a package cereal was to resort to the time-honored custom of showing people at breakfast, or mother ringing the bell, or the kiddies having fits of joy because Mascerated Bran has been served

Kellogg's Krumbles constitute a well-rounded ration for the per-



CLEVELAND, first city between New York and Chicago, in population, in wealth, in volume of business, is the buying centre of Northern Ohio, one of the most highly developed and advanced communities in America.

And this imperial market can be readily secured by the use of a single newspaper—The Cleveland PLAIN DEALER. Like the field it serves, The PLAIN DEALER is first between New York and Chicago—in circulation morning and Sundays, in prestige, in news, in advertising, in merchandising service to advertisers.

Profit by 77 years of PLAIN DEALER knowledge of this field. Write the PLAIN DEALER'S Merchandising Department for particulars of PLAIN DEALER co-operation and successes won by sole use of this master medium of Northern Ohio.

The Plain Dealer

Largest Morning and Sunday Circulation between New York and Chicago

Eastern Representative JOHN B. WOODWARD Times Bldg., New York

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> Western Representative JOHN GLASS Peoples Gas Bldg., Chicage

The Advertising Agency

Its Modern Scope and Purpose—The New Ideas of Service — Consultation Without Obligation—The Noblesse Oblige of the Line

A Lord & Thomas View

Every day brings evidence that the modern Advertising Agency is little understood.

It is rather a new development. Some of its younger members have seen it revolutionized. Many old advertisers are still unacquainted with its new-day scope. So this is to outline requirements as we see them nowadays.

Lord & Thomas is generally considered to typify the modern Agency. It is one of the largest, if not the largest, in the world.

It is a 46-year development, yet distinctly up-to-date. It has lived through all the phases of advertising evolution.

Scores of advertising masters have left their impress here. Most of the large factors in Middle-West advertising are proud to be known as our graduates. Modern methods have, in large part, originated here. Our clients include a large number of the leading advertising successes. So we feel qualified to set down these criterions.

A Bureau of Information

A large Advertising Agency becomes a clearing house of information, experience and ideas. And most of this is open to anyone who asks.

It will answer any question which violates no confidence. It will advise on any problem. It will tell you how to better advertising regardless of its source.

The theory is that the growth of advertising depends on good advertising. The modern Advertising Agency will help anyone to it, and without obligation.

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in

It will give you frank advice and honest, whatever your reason for asking. It will spend time and money to gain data for advice. Part of its business is to search out new advertising avenues.

Nine concerns in ten which talk with us are not prospective clients. Some are competitors of present clients. Many bring advertising impossibilities. Some have lines which don't permit of large development. Some are wedded to other agencies.

But we go anywhere to meet them. We freely discuss the latest methods and experiences If advertising is unwise we tell them. If their plans are wrong we show how.

Business men should profit by this policy. Asking for a conference incurs no obligation. And all we can tell them is at their command in serving the good of the line.

The Initial Requirements

The advertiser's first need is wise counsel. That calls for men of wide experience and unique ability, and the Advertising Agency supplies them.

These men should be numerous and should act in conference.

Then they see many viewpoints and draw from many experiences. These conditions are met in the modern large Agency staff.

Advice, to be valuable, must be unbiased. Advice is never otherwise in an Agency of size and prestige. Having much at stake, it must carefully avoid any error.

Right advice requires full information. The modern Advertising Agency knows general conditions; also specific conditions. The men at its head are men of large affairs. It maintains a large intelligence department. And it comes into contact with countless experiences. So the man who consults a large modern Agency is certain of wise guidance.

He Feels His Way

The modern Agent takes no chances. He feels his way, proves his conclusions, guards against mistakes. He may, in a small way, try out two or three methods. He learns from the thousands what the millions will do.

The old-type agent relied on his judgment, and nine times in ten he was wrong. The modern agent learns by actual tests. He knows that every campaign confronts new conditions. So he never goes far until he knows he is right.

There are no disasters under this sort of guidance. Nothing save a proved success gets beyond the trial stage. A large Advertising Agency enjoys wide confidence which it cannot afford to cloud.

Creating Opportunities

The chief aim of the modern Advertising Agent is to create new opportunities. His main delight comes in doing what never before was done.

He is paid by the publishers, not by the advertisers, and his duties include the following:

Discovering new demands.

Investigating trade opportuni-

Suggesting new advertising fields.

Preventing unprofitable advertising.

Piloting practical advertising. Developing small accounts to large ones by making them successful.

The large modern Agency handles everything pertaining to advertising. Lord & Thomas, in its many departments, employs 250 people.

Today we present the larger aspects of the service, and urge more men to employ them.

Consult with us—there is no obligation. Ask us about your prospects in advertising. Learn what advertising has done, if anything, in lines analogous to yours.

Discuss with us means and methods. Submit your problems to us. If you are already advertising let us compare ideas,

We will go anywhere to meet you, any time you say. For we serve ourselves, in the long run, whenever we serve the cause.

Communicate with us today.

LORD & THOMAS

Advertising

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO

son who must stand shoulder to shoulder with a hard day's work. Then why not select a list of the more interesting trades and direct the newspaper appeal to them with perfect frankness?

First came a catch-phrase, "Whatever you do—Eat Krumbles." This was lettered in white on a series of black panels and

the pictorial feature above them. There was the railroad engineer, the girl at the cash register in the restaurant, the steel workers and the carpenter. Many other trades were represented.

This is a characteristic message

in the copy:

"Stenography and typewriting is hard work. It calls for vitality and endurance. Your breakfast ought to be a good, strengthening one."

Or to the outdoor workers:

"A carpenter has to have a lot of stored-up energy to carry him through the day. "Auscular work calls for muscular readiness."

We believe we are overworked and that our own profession is the most exacting one in the world. We are genuinely interested in text or picture that attempts to reflect these specific conditions. Therefore, the carpenter with his plane and the cashier at her cash register and the stenogat her typing all hold the human appeal. It's a case of talking to them in their own language.

The Krumbles campaign could be shunted off into logical channels, as far as mediums were concerned. In a locality where there were many office workers, this form of copy was used. Where building booms were on, the carpenter and the structural ironworker could be emphasized.

The idea is taking hold and there are other campaigns planned of a similar sort. One of the unique ones was a series for men's underwear, written for and to the wife or mother. Investigation proved that men's underwear is actually purchased for them by women folks.

This being true, sales psychology was made to fit a series of attractive advertisements, in which the man of the house did not

figure to an important degree. It was a case of "You, the woman who buys and is accustomed to know goods, can't be fooled. The men folks are not apt to be very wise or shrewd judges of merchandise. They are in too much of a hurry. They lack the patience to 'shop around.' We want you, the wife or the mother, to see this underwear. You will appreciate it, appraise it at is true value. The man will save by leaving the purchase of his underwear to a professional buyer'-and that's what the average woman is."

There is a great deal of the across-the-counter, personal, intimate quality, in this very direct type of advertising. Its objective is clearly defined. There need be

no generalizations.

A new laundry soap-powder has occasion to see the power that lies behind the direct appeal.

Just for an experiment, it made a newspaper drive, after distribution had been secured, in an interior town of 30,000 inhabitants, and featured the slogan: "To every woman who finds washing clothes a drudgery this advertisement is written." Apparently a great many women read the advertising and took it very much to heart, for the campaign sold soap to the satisfaction of everyone concerned.

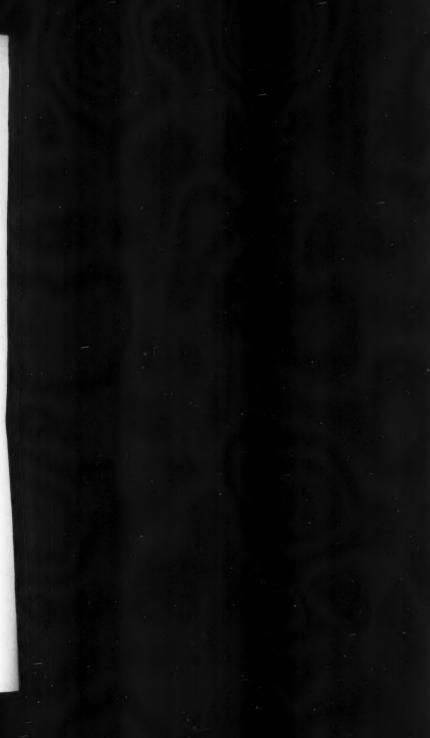
It's all a question of whether any one piece of copy can be made applicable to one hundred and ten millions of people, or whether it is better judgment to slice people off into nice little professional chunks, and talk to them in the spirit of their own daily problems and viewpoints.

Norwalk Agency Has New York Office

An office has been established in New York by the Globe Advertising Agency, Inc., Norwalk, Conn., under the management of H. H. Hershey, formerly advertising manager of the Peruna Co., Columbus, Ohio. R. J. Duffy, formerly with the Bridgeport Screw Company, Bridgeport, Conn., will be a member of the new office staff.

The management of the Norwalk, Conn., office of the agency will continue to be in the hands of Thomas H.

Canty, Jr.







sales costs are less

in Indianapolis—the most easily cultivated market in the United States.

Concentrating interurban lines reduce to a minimum salesman expense in the fourteenth retail market of the continent.

Then, too, there is but one newspaper cost. The Indianapolis Radius can be completely covered by

THE INDIANAPOLIS NEWS

Largest Evening Three-Cent Circulation in America

New York Office DAN A. CARROLL Tribune Building

FRANK T. CARROLL Advertising Manager Chicago Office J. E. LUTZ First National Bank Building

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THE magazine that actively combats established evils wields a tremendous influence.

It takes nerve and a thorough knowledge of the subject to write such an article as "Robber Garagemen" appearing in the September issue.

This article TELLS the Car Owner something he very definitely wants to know—it places him less at the mercy of the dishonest repairman.

And this is but typical of all articles appearing in

MOTOR

the magazine which appeals directly to the Car Owner, fights his battles and, as a direct consequence, wields a tremendous influence with him. The influence of the woman in the purchase of an automobile is frequently the deciding factor.

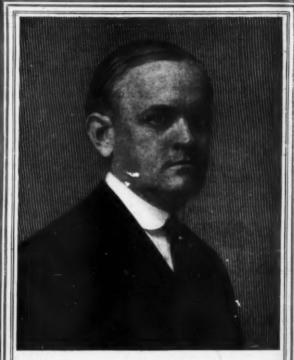
The woman behind the man should be reached by every advertiser of automobiles and automobile accessories.

MOTOR

does just that. The special features appearing in every issue directly appealing to women have built up a vital and profitable "woman's influence."

The woman is a powerful factor to-day, and the magazine that appeals to her is the magazine in which your copy should appear if you want to cash in on the full potentialities of your market.





BUILDERS of AMERICAN BUSINESS

J. S. CARR, JR., PRESIDENT OF DURHAM HOSIERY MILLS

"Every month System brings to me good business ideas. Many times have I found valuable suggestions in System that I have passed on to our organization with profit."

Man zi

NUMBER CLXXVIII in the series of portraits of readers of SYSTEM



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Naming the Unnamed Product for Purposes of Specific Publicity

A Name for Individual Articles of the Line Gives Dealers a Better Chance in Their Advertising

By Joseph E. Hanson

Advertising Manager, L. Bamberger & Co., Newark, N. J.

No name—no identity.

And when a thing has no identity it is lost in the veritable vortex of other products equally strong in their individual claims for recognition. On the other hand, when the thing of no identity meets a coterie of products firmly established by name it speedily loses caste, falls by the wayside—a merchandise derelict that no amount of pushing can bring forward to success.

Neither is it advisable to name everything; but a judicious amount of specializing in names may well be indulged in by the manu-

facturer.

Let us take a typical case.

Suppose that Sam Smart, who is the buyer for the hat department of a large metropolitan store, uncrates his fall line of fedoras at the end of the straw hat season, and displays them with all the uncanny ingenuity of a window trimmer.

Ten dozen of these are from Mr. Manufacturer of New England. Another fifteen dozen from a maker in his native state. A few dozen lots are importations of

Borsalinos from Italy.

The entire mass has no identity other than price and style. These things are not always self-evident. They await the close inspection of the prospective customer.

Now, the buver wants the advertising office to advertise his fall "line," so he takes his pen in hand and writes something like this:

So and So Company announces the opening of its Fall assortment of soft hats for men. A broad assortment of models to become the heads of men of varied types, presented in the prevailing shades of brown, green, gray, blue, etc.. All sizes and styles. Prices \$3.00 to \$10.00.

Where is the identity of the pet

products of the various manufacturers? Where lies the chance for specific claims regarding the individual merits of any one assortment or any one particular model? Where is there anything in this all-embracing statement to entice any man to come in and bay?

Yet that is the way the average hat shop advertises, whether it is a part and parcel of a great store or in an individual bailiwick of its own on the main street.

DEALERS COULD EXPAND ON A NAME LIKE THIS

On the other hand, let us suppose that the enterprising advertising manager of the New England hat manufacturer informs his retailers that among the assortment of hats sent them there is one model particularly military in its block, which should be known and advertised as the "Non-Com"; informing them at the same time that the firm's advertising will feature this model under the given name.

Now, here is identity. That hat will be advertised as a single model of an entire assortment. Its particular features will be advertised repeatedly and convincingly. Specific statements can be made by the retailer, about its quality and character. It will loom up from the rest like a thing beknighted.

Instead of repeated advertisements based on general statements and claims both manufacturer and retailer will have something def-

inite to talk about.

"Truly Warner" at the opening of each hat season has fully realized the advantages of the named product as a sales-point, although he sells his hats in his own shops.

The Regal Shoe Company has

been doing the same thing during the past year, naming its shoes, giving them significant titles, automatically identifying each pair as a

product in itself.

Manufacturers producing group lines of merchandise, such as hats or shoes, are likely to advertise their brands under a general trademark, without identifying certain brands. The trade-mark, sometimes, is altogether too general to have any individual value. From the retailer's point of view it would be better if the manufacturer also named a few of his new styles, to give the former something specific to talk about.

COMPANIES THAT SUCCESSFULLY NAME THEIR MODELS

To illustrate the value of the "named brand" to the retailer, let me quote this instance. A certain department store, during the past three or four seasons, recognizing the advertising value of a name, where a manufacturer's unnamed products are concerned, carried out the following campaign:

The store did a growing volume of business in men's light-weight summer suits of the "Palm Beach" type. They were not "Palm Beach" suits but garments manufacturered by several of its regular manufacturers. None of these makers named the light-weight suits. They sold them as summer suits only. Mixed together in the cases the polyglot assortment was without identity unless you looked for the labels.

The house realized that the suits

had to have a name.

Instead of devoting its publicity to talks upon claims regarding the merchandise in bulk, it identified the summer suits by calling them, very appropriately, "ZERO."

Under this name the various lines were exploited and immediately individualized in the eves of the public. Here the manufacturers lost a good chance to name the garments themselves and reap the harvest of popularity which is now divided among a number of different lines.

In this age of specialization you will find that most dealers, and the bigger stores in particular, are

seeking definite things to advertise. They are avoiding general claims as much as possible. Formerly it was a common thing to see a newspaper advertisement of an entire line of suits. Now, just the opposite, one single model or style is advertised, dwelt upon, and interest centred on that one garment. A passing mention only is given to the balance of the line.

The Stein-Bloch Company, and the "Fashion Park" tailors have capitalized the value of a name as applied to their individual garments. Their retailers rarely advertise their products as "Stein-Bloch" clothes, or "Fashion Park" Clothes. They say the "Morley" model, designed by "Stein-Bloch," or the new "Finchley" tailored at "Fashion Park."

I recall an instance where a maker sold a bulk assortment of dresses, for misses, to a department store in the East. Ordinarily these might have been advertised simply as "serge dresses" under the name of the merchant.

Not so in this case. Very happily, in writing the window ticket for a display of the goods, the buyer called them the "Seven-Sister-Serges" because there were seven individual models in the lot. The name stuck, became immensely popular, and has completely identified that particular lot of dresses as models specifically different in character from the rest.

But, again I repeat, here the maker lost a good chance to do a little identifying on his own hook.

Mallinson silks, under their general trade-mark are well known. But who will gainsay the value of such individualized names as the nous "Pussy Willow, Kool," "Kitter" now famous Khaki "Kitten's Ear Crepe," and the rest? Or again take Migel silks. As silks made by this concern they will sell anywhere, but Migel has added lustre to its own name, and has given prestige to all the products that follow, by the extraordinary popularity of "Fantasi," one of its named brands.

The daily papers will prove that there is a decided tendency on the part of retailers throughout the

Established 1795

"Nothing But Real Service Could Exist So Long"

Why?

New York Commercial, the National Business Newspaper, is the only A.B.C. Member in the national daily business field—the only paper to establish its net paid circulation by audit. And again—

Why?

RUSSELL R. WHITMAN

Publisher 38 Park Row, New York

"The Paper That Blazes Trade Trails"

country to name certain of the manufacturers' products with names of their own coinage—for what purpose? Chiefly to have something definite, something spe-cific to talk about, instead of generalizing all the time, or simply talking trade-mark.

John Wanamaker has repeatedly

made use of fine sounding names whenever he is exploiting new season silks. He has used these names to good advantage. He simply got ahead of some manu-

facturer, that is all.

Franklin Simon, of New York, has always been very fortunate in his selection of names. He is now advertising a new "Lockspun" fabric developed into smart suits. Several manufacturers are exploiting wool dress goods under names, but few of them have had the ingenuity to name theirs as well as Franklin Simon has his.

You idealize a product by giving it a name, in addition to your own trade-mark. Instead of advertising it as so much wood, or so much steel, or so much cloth, you give it an identity, and virtually let

it speak for itself

Your next problem is to con-vince the retailer that it is to his advantage to advertise your article under its name coupled with your trade-mark. Of course you can easily do this for him through the agency of your dealer helps and other literature, posters, etc.

I have found in conversation with men connected with various agencies that advertising greatest manufacturer desires stress laid upon his trade-mark in all the literature put out for dealer consumption. If the manufacturer only realized, it would be far better to stress some certain style or model under a special name, than to attempt to jam the whole line down the public's throat under the general trade-mark.

Wherever possible let your name be significant. Let it suggest a certain attribute of your product.

Only a few months ago a dealer desiring to increase his business in first long-trouser suits for boys figured that the best way to do it would be to identify the product by a name.

The manufacturers did not name them, although they bore a splendid, but meaningless general trade-

The dealer cast about him for a name, and finding none advertised in four of the local high-school papers, offered a prize for the chosen name. Among several handred suggested names, one was selected—"The Stripling"; a good name, and a significant one, under which these first long-trouser suits have since been exploited and thereby identified.

"Constructive Work." Savs Mr. Huntsman

BROOKLYN "STANDARD UNION." Editor of PRINTERS' INK:

The constructive work which PRINT-ERS' INK has been doing since it started publication should receive the support

publication should receive the support of every man in the advertising business, or connected with advertising business, or connected with advertising in any way. It is for this reason, as well as for personal reasons, that I wish to say to you that the Standard Union wishes to be counted among the supporters of Printers' Ink Monthly from the day it's first issued.

You may duplicate the subscription list which we have given to you for PRINTERS' INK, and send your new publication on a paid basis to this entire list. We should like also to reserve, if possible, the same relative position in your new publication that we have in PRINTERS' INK weekly for the advertising announcements of the Standard Union. You can consider this an order, because I know that the the advertising announcements of the Scandard Union. You can consider this an order, because I know that the advertising rates which you will fix will be entirely equitable and right.

Wishing you and your associates the greatest success possible, I am, R. F. R. HUNTSMAN.

India Has Paper Shortage

India is experiencing a paper short-age. In view of this condition the gov-ernment of India is prepared to conage. In view of this condition the government of India is prepared to consider favorably applications for concessions for the manufacture of pulp from wood and bamboos. Pulp factories, as such, do not as yet exist in the country, the manufacture of paper-pulp and paper being carried on side by side in the paper mills. At present there are four paper concerns actually working, their combined output being normally about 25,000 tons of paper per annum; this has risen to nearly 30,000 tons during the year. The Indian demand for paper may be put at about 75,000 tons per annum, of which in normal times about two-thirds are met by imports, but this demand is certain to increase in future with the spread of education and with increased commercial prosperity. perity.

Proof of Detroit Sunday News Value

THE Department Stores of Detroit use more space in The Detroit Sunday News than in its only Sunday competitor. And these same stores use more space in The News week days than in all the other week day competitors combined.

THE reason for this preference on the part of so shrewd a class of space buyers is this: The Detroit Sunday News has not only the lead in circulation by over 25,000 over its only Sunday competitor but is concentrated mainly in the Detroit trading territory, where its lead exceeds 48%. Week days The News has more city circulation than all competitors combined. Detroit News Net Paid Average Circulation for August 1919



Week days 222,041 Sundays - 195,901

The Betroit Sunday News

The Advertiser's Exceptional Opportunity



Automobile advertisers are notably progressive. They are ever on the alert for Ideas and Techniques which will provide adequate atmosphere for their product. This spirit probably accounts for the present remarkable volume of business done.

ARTISTRY— and the automobile

There is no more fertile field for the imaginative artist than Automobilia.

It is a world of outdoor life, action, humming wheels and the purr of motors as they slip into "high".

An automobile is an inherently beautiful product and pictures must be excellent in idea and in technique, to do the subject justice.

NEW YORK STUDIOS

ques

25 East 26th Street

CHICAGO STUDIOS

140 No. Dearborn Street

The 6thridge Association of Artists



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Competitive Advertising That Stimulates the Entire Industry

An Answer to the Accusations That One Firm's Advertising Neutralizes the Ability of Another

By Richard Walsh

"IF I start advertising to-day and within sixty days my competitor starts advertising, won't we both revert to the condition expressed in mathematics, as follows: 'Adding or subtracting like amounts from both sides of the equation will not change

the relative values?'

"In other words, won't my comadvertising neutralize mine? Wouldn't I be just as well off providing I did no advertising and he did no advertising? If we got together and both agreed not to advertise, wouldn't we both be money ahead? If we got together and eliminated advertising, wouldn't we both be saving a lot of money for ourselves and for our customers?"

Possibly our friend was a little narrow, but he brought up some interesting phases of advertising.

We have in mind two given factories in a certain town. both made the same general line of food products. One day one of those concerns started to advertise and it flattered itself that it was deliberately going to put the other firm out of the running entirely.

But inside of three months the second firm, seeing plainly that action was necessary, also began

to advertise.

So we find both houses running neck and neck. Both made comparatively the same class of goods, with prices about alike on account of competitive conditions. And now, with both houses using practically the same advertising methods, neither group of salesmen had any advantage in selling arguments.

Did that mean that both houses were simply wasting a good many thousand dollars each year by purchasing space that both of them

could have saved?

Not at all. What happened was

simply this:

House Number One, no longer able to rely on advertising merely as a talking-point and no longer able to expect the advertising by itself to go out and create a demand, realized that something more was necessary, so it began to look around and analyze the ways by which it could recover its apparently lost ground due to its rival's advertising campaign.

EACH IMPROVED PRODUCT IN ITS OWN MANNER

It found that in the first place it could develop a nicer and more attractive line of packages that would be more apt to catch the eye of the consumer and link up with the advertising. It found out that the dealer favored the package which made the best appearance, and so that house made great progress in the development of that side of the production prob-

The other house, wishing to be original and not wanting to appear to be merely following suit decided that its product would have to have some individual talking-point of merit, and it succeeded in arousing sufficient interest in its manufacturing department to work out some dis-tinctive points of quality superiority.

The upshot was that inside of a year both factories had made marked progress in the develop-ment of a line better both from the standpoint of appearance and

quality.

Then one factory discovered that by increasing production it was possible to install better machinery and reduce the cost, and thus it could save the dealer and the consumer some money. other house studied its methods

and found out where it could eliminate inefficiency and do like-

wise.

We now find each house using advertising generously and each house speeding up its production, improving its quality and the salability of its package. Also, each house was doing a relatively larger business than before.

It is not fair, of course, to give the credit for this increase in business entirely to advertising. Advertising undoubtedly had something to do with it. But an indirect result of the advertising probably had more to do with it. Both houses were stimulated. Both managements were kept "on their toes," both houses were making advertising claims of quality and uniformity to which they had to live up, and thus both concerns naturally became better business houses.

But there remained still more to be done. One house found out that in order to sell more of its product it would pay to employ good cooks and develop a number of new uses and then popularize these uses through advertising. It ceased to advertise the product and began to talk about the use of its particular product, about its utility and about the many new ways in which it could be used. In a word, these people began to interest the housewife and make her want to use more of their product. Consequently sales increased. It was not long before the other house was doing the same thing, and then one day the rival manufacturers met on the train and became better acquaint-ed. They decided that each firm was helping the rival while it was building its own business. Neither firm had suffered by the other's advertising. In fact, it became plain that far from one firm's advertising neutralizing the advertising of the rival, each firm helped the other firm in developing a wider market for the product which both concerns were

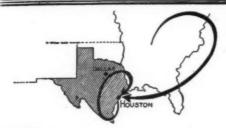
Another side of the thing, though, is the story of four factories, all of which began to advertise. Each firm made strong claims for its product in its advertising. It was not long before one of the three houses began to backslide, and finally it went out of business. Before it began advertising it had enjoyed many years of comparative prosperity. Then, when its competitors began advertising, it felt the need of doing the same, and at last came the wreck. Among its directors was a man who made the statement that the company had begun to waste money in advertising and that waste had caused its failure.

WENT DOWN BECAUSE ITS PRODUCT
WAS INFERIOR

Now, the fact of the matter is that this latter concern had a certain weakness in its product-a had slipped weakness which through during the years when none of the competing houses had advertised and when the average consumer bought more or less on guesswork. But when the other three houses began to advertise and the consumer began to read technical comparisons and became educated to the point where he could buy intelligently, then this weakness began really to do its full amount of damage. And it was of such a nature that the business finally went to pieces right on that one point.

And we believe that it was right and proper that this should happen. Under the spotlight of pubparticular product licity this could not stand up. It could not make good when it came right down to the acid test. It was uneconomical and inefficient and inferior. Thinking men will agree that advertising did real good for the consumer and the dealer when it smoked out the inefficient manufacturer and thus saved money for the dealer and consumer, and cleared the path for the efficient competitor.

The same general principle is evident in the history of three cities in the United States. The of them are situated comparatively close together. One originally had just about as much of a chance as the other. Some 200 miles away is another city which, from the standpoint of natural advan-



Where products and markets meet

HOUSTON, with eighteen railroads and a great ship channel to the Gulf of Mexico, is the link between a section rich in lumber, rice, oil, cotton and a score of other products and the markets for them—the Atlantic seaboard, Mexico, Cuba, South America. And the same facilities make this city the logical distributing point for the Gulf Coast and the inland territory—a profitable one for hundreds of manufacturers.

A Field Where THE HOUSTON CHRONICLE

Dominates

In Houston, as well as in 600 prosperous towns surrounding, the Chronicle leads all other papers—more than 12,000 readers ahead of its nearest rival. It leads also in influence with jobber, retailer and consumer, having a lead of more than 1,841,028 lines of advertising over its nearest rival for the first six months of 1919.

Test the Chronicle on your next campaign.

THE HOUSTON CHRONICLE

M. E. FOSTER President

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J. E. McCOMB, Jr. Manager National Advertising

HOUSTON

The Chronicle's Bureau of Research and Business Promotion can show you how to market your product in Houston.

Mallers Bidg. Chicago
Candler Bidg. Atlanta
Kresge Bidg. Detroit
Chemical Bidg. St. Louis
Brunswick Bidg. New York

tages, has the other two badly beaten.

But the two cities which lay close together worked up a firstclass rivalry. Both began to advertise their merits, and each "took off its coat," as it were, and got right down to business. There was keen commercial activity and hot competition, and both towns grew. It does not matter that one town jumped far ahead of the other. That un-doubtedly took place because one That untown had a more aggressive group of men and possibly a little better product. The point is thisneither town had the possibilties that the third town enjoyed. But the third town, left to itself, without strong competition, without the virulent advertising campaign of a rival to stir it up, just sat back and waited for the business it thought it had a right to ex-pect and at this moment is lagging badly behind. If that town had had the benefit of a firstclass competitor a few miles away the chances are both towns would have advertised and kept on their toes and at least one of them would have been far ahead, today, of the town which has been without competition and competing advertising.

Far from neutralizing the advertising of a given house, the advertising of a healthy rival is just about the finest thing in the world which has happened to many concerns. I recall the statement of one quite prominent advertiser. He made this statement: "We never began to make any real progress until we heard that our trade rival was going to cut loose and do a lot of advertising and put us out of business. Then we got busy and began to think of advertising. And then we began to find the weak spots in our line and in our methods and in our service. And we dug right in and fixed up those defective spots and then began to advertise our line. Our competitor is advertising and growing, so I am told. But we ourselves have been so busy attending to our own business and making sure that nobody is going to drive us out

of the field that we haven't had time to do anything but attend to our own kettle of fish. We surely have grown, and we are frank to say that we owe our growth in good part to our competitor. We hope he has made satisfactory progress during all this time. We feel we owe him at least our best wishes."

One of the finest things which advertising does and the great element which justifies its use as an economic business factor is that it really does work for efficiency in business. It tends to eliminate the economically unsound. stimulates healthy growth and it protects the dealer and the consumer. It justifies itself in the way it stimulates healthy activity and makes for better service all around. Over and over again, in particular cases such as the above, it proves itself to be not a destructive but a creative element in business. Undoubtedly, in the final analysis, that is the reason why advertising is steadily grow-

Izaak Walton Wrote Advertisements

Three hundred and twenty-six years ago this month, Izaak Walton, or "Iz. Wa.," as his name appears in an early advertisement of "The Complete Angler," was born at Stafford, England, Izaak is said to have written the advertisements of his first edition, and had the satisfaction as an author of seeing five editions printed and sold; but it could bardly have occurred to him that in the twentieth century men would be buying later editions in an everyday sort of way, and book-collectors be bidding against each other for copies of the earlier ones.—Christian Science Monitor.

Leaves Advertising for Editorial Work

H. W. Patterson, who was a member of the advertising department of the Art Metal Construction Company, Jamestown, N. Y., before entering Government service, is now editor of the Furniture Index, Jamestown, N. Y.

Ronald Press In National Advertising

The Ronald Press Co., New York, an organization which handles business books, will undertake a national advertising campaign next year. Copy will appear in magazines and newspaners. ad

est

First

In eight months of 1919, The New York Times published the greatest volume of advertising ever printed by any New York newspaper in any eight months of any year.

The total was 11,723,314 agate lines, (39,606 columns,) more than 27 per cent. of all the advertising published in New York morning newspapers, and a gain of 3,264,568 lines (11,029 columns) over the corresponding period of last year.

In August The New York Times published 1,460,544 agate lines of advertising—a greater volume and a greater gain over August, 1918, than any other New York newspaper.

The sale of The New York Times daily edition exceeds that of any other New York morning newspaper. On Sunday The Times is purchased by more than half a million persons.

The New York Times

Study this BIG RICH MAR KE's attend the ADVERTISING CO

A NEW South awaits you! A South commercially reborn—industrially awakened—active in every line of human endeavor. Wealth has come to her people—individual wealth—a substantially increased per capita purchasing power.

Know this new land of opportunity. Study it thoroughly. Stop off at her cities. Investigate. See for yourself what a fertile market it offers commodities of every type.

Burn These Facts in Your Memory

The amount of money in circulation through the Banks is greater in the South than in the northern and western cities of equal size.

The agricultural output of the South in 1918 was virtually \$6,000,000,000 against \$3,000,000,000 in 1914.

In 1918 the South turned out manufactured products valued at \$5,000,000,000 in comparison with \$3,500,000,000 in 1914.

In 1917 the South produced nearly 20,-000,000,000 feet of lumber, or more than 54 per cent. of the total lumber cut of the whole country.

Undeniable facts—not mere claims prove conclusively that the South offers a wealth of opportunity. It is a field you should know—should cultivate.

Learn to Think of the South in the Terms of 1919

Think of it as it is—a prosperous, progressive section alive and awake to advertising.

Study the cities of Alabama, with their great steel mills, coal mines, lumber mills, and jobbing houses.

Know the trade centers of Florida where are produced more Havana Cigars than in Havana. The coast towns with their immense fish output. Her resorts, the winter playground of America.

Visit Georgia, with its prosperous cities, manufacturing and distributing points, which handle a \$12,000,000 crop of watermelons, canteloupes and peaches annually. \$50,000,000 in wages are paid each year by mills and factories.

Stop in Kentucky. Its tobacco and hemp manufacturies are known the world over. The bank deposits have increased 50 per cent. the last three years.

Mississippi, with its great cotton centers and other diversified industrial activities, is fast forging to the fore as an agricultural and stock raising State.

North Carolina, which boasts of towns wherein were made in 1918 cotton, silk, woolen and hosiery valued at more than \$100,000,000.

South Carolina, a State literally dotted with textile, cotton-seed oil mills, foundries and machine shops.

Tennessee, with her extensive manufacturing and shipping interests. The leading inhald cotton market and the largest producer of cotton-seed oil and other products.

Texas, with its great live stock markets, its oil wells, its rice, its lumber. Bank clearing in 1914 approximately \$100,000,000. In 1918 \$200,000,000.

Virginia, second only to Kentucky in the production of tobacco, has likewise a tremendous output of iron and machinery. The value of her manufactured products in 1917 was \$450,000,000, more than double that of 1912.

Louisiana, with its New Orleans, the second port in the United States, the gateway to the great trade empire of South America. New Orleans is the home of the leading sugar cane, cotton and rice interests of the world.

Arkansas with its progressive city of Little Rock, the center of the activities of a State that made a crop of \$331,000,000,000 in 1918.

RET FIRST-HAND when you IG CONVENTION in New Orleans



Important!

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Manufacturers:

Would you like to come into personal contact with 3,000 purchasing agents who spend \$35,000,000 annually for manufactured supplies, equipment and material of all description?

Would you like to meet these gentlemen at a five-day conference?

If you are interested and want further details look for a double page advertisement in the next issue of Printers' Ink or write

> MANAGER, ROOM 711 347 Madison Avenue NEW YORK CITY

The Kind of Facts on Which to **Build Copy**

Inckson, the Newspaper Man, Is Astonished at the Lengths a Copy Man Will Go to Build the Advertising Right

By Frank H. Williams

"A YOUNG friend or mine has just been elected to a YOUNG friend of mine interesting advertising " said Jackson, the former city editor.

"What is it?" I inquired.

"He's going to originate a new line of copy for a nationally advertised tooth paste. The firm making this paste has been in business for a long time, the paste has a national reputation and the sales are large, but the president of the company has become dissatisfied his advertising and has switched agencies with the result that my friend is going to be the man behind the printed page. I know he's going to make good on the job, too, and turn out copy that will not only make the president of the concern sit up and take notice, but which will also make the public stop, look and dig into their pockets for the coin with which to buy this paste."

"What makes you so sure he'll make good?" I asked. "Say," ejaculated Jackson, "how can he fall down? He's told me all about the preliminary preparation for getting out this copy and, believe me, I had no idea such an exhaustive study of the subject was made. It was a reve-lation to me of the manner in which a big agency goes after a proposition of this kind."

"Well, don't be tight about it," I said. "Tell me what's being done. I suppose it's the same thing that all the agencies are do-

"As to whether all agencies are going into it so extensively, I don't know," said Jackson. "I suppose hey are all making pretty thoraugh investigations these days. They certainly must be doing so, if they want to keep step with the procession.

"Anyhow, my friend, thanks to

the wise management of his agency, is going about the thing right. First of all, he's to take an entire week in which to ramble around from store to store, purchasing tubes of the paste. He's going to get into conversation with the man behind the counter, find out what the various retail salesmen really think of the goods, have them tell him why it sells so poorly or so well, and what they do to clinch sales. He's also going to talk to the customers and find out why they buy his paste or the other kind. He's going to talk to dentists and find out from them whether his paste is no better, or better, or worse, from the dentists' viewpoint, than other pastes.

SEEING THE PRODUCT THROUGH THE CUSTOMERS' EYES

"By the end of the week my friend will have accumulated a vast amount of information about his own particular paste. He will know its good points and its weak points and know them as they appear to the buying public. He will know what particular things about the paste appeal particularly to the retail buyers-whether it is the odor, the color, the tube, or what. He will have the things the public doesn't like about itwhether it is that the paste doesn't come from the tube evenly, or the tube breaks easily, or the paste itself is gritty, and all that sort of information.

"The following week my friend will be ready for the next step in his educational course in tooth paste. This following week he will go through the factory. Knowing all the good and bad points of the paste, as it appeals to the public, he will be rine to receive the manufacturers' viewpoints—to learn what angle it is the manufacturer thinks appeals most pow-

erfully to the buyers. He will be ripe to learn how the good things are put into the paste and to learn about hidden good things in the product which the public has not yet learned of and which will be

his duty to tell about.

"The third step consists in going over the former advertising, endeavoring to determine where it was weak and planning to overcome such weaknesses in his own copy. He will also go over the salesmen's reports and the statistics compiled by the auditor showing where sales are light and where heavy and the probable reasons for this. He will go into the historical aspects of this paste, learn when and why improvements in its manufacture have been made and see what effects these improvements had on the business. He will learn distribution methods, study the company's stationery and go over all of its printed matter.

"Finally, before he starts the actual writing of his copy, will come the conferences with the department heads of the agency and with the president of the tooth paste company. The agency feels that the copy writer, to do the very best he is capable of, should not get his information about policies and copy styles and all that at second hand. Consequently the copy writer comes into personal contact with the company's president, or the executive official who has charge of the advertising, and in this way gets the manufacturer's exact viewpoint and imbibes some of the manufactur-

er's enthusiasm.

"Then, after all this extensive and painstaking investigation and preparation, he will start writing his copy. And to the writing of his copy he'll bring a thorough working knowledge of the adonly acquired not vertising through study, but through experience in other campaigns. How can a man fail with such an equipment as that? And, believe me, I hope my friend doesn't fail, because it will mean a big thing for him if he puts this thing over with a bang."

"But if other agencies are also

doing this, won't your friend get into the same rut as his predecessor?" I questioned. "Certainly if everybody's doing it, there isn't much chance for getting anything new out of such an investigation. And, judging from what you've told me, your friend has got to get a different slant on the advertising from that given it heretofore, or else make a failure of the thing. How is he going to get this different slant?"

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That same question struck me," said Jackson. "I made it a point of going into the matter because it seemed to me that if all the agencies are doing the same investigating, then my friend's copy wouldn't have much chance of being different from the other man's in any real essentials. would be different in layouts. illustrations and text. but wouldn't have much chance of being different from the other man's in any real selling value. So, as I say, I made a point of finding out what made the first copy so weak and I found this, that the copy writer had not done any personal purchasing or accumulating of facts regarding the paste and he had never been present at any of the conferences at which the policies and styles of the ads were determined upon. Consequently his copy had an abstract. impersonal tone, which resulted in insufficient sales per unit of advertising expenditure.

"These are two essential points in which my friend's preparation for his task differs from the preparation of his predecessor. They constitute two perfectly good reasons why I think my friend's copy will go over big. And, of course. I think a third reason why he'll be successful on the job, while the other fellow wasn't, is because I consider my friend a much better

copy writer.'

"That's certainly some exhaustive preparation just for writing copy, all right, all right," I declared. "No wonder advertising gets results when it is based on such sound business thoroughness as that!"

"'No wonder' is right!" Jack-

son echoed.

Selling Juvenile Shoes by Reason-Why Copy

St. Louis Manufacturers Believe That in These Days Parents Are More Easily Reached by Practical Arguments Than by Sentiment

By James E. Darst

I may be revolutionary to abandon human interest appeal in advertising a product intended especially for children, but that is what a St. Louis corporation has done. It has based this action on the belief that high prices have made people more canny and less open to sentiment in buying; and that if parents find they must pay more money for children's things, they will give the more attention durability and sound construction.

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The Juvenile Shoe Corporation, of St. Louis, recently decided on general advertising for a line of extra-quality shoes for children and girls in their teens. The shoe was common sense, sturdily built and comfortable. It was handsome and stylish. It had several points of construction that some

other shoes did not have.

The manufacturers had made the shoes for four years when they determined to advertise. termination existed before that, as a matter of fact, but the war period was not opportune. advertising during the first four years of manufacture consisted chiefly of business paper announce-

In going over the situation it

was found that:

1. The market was full of high grade children's shoes, sold on the quality basis, the common sense basis, and the human interest appeal.

2. The human interest appeal was beginning to predominate. Drawings and artistic photographs of the Fifth avenue type of child were being prominently displayed. 3. Dealer interest as well as con-

sumer interest had to be aroused. The manufacturers studied the

selling points of their shoe; the extension of the lower sole that protected the foot and the upper; the toes, made so they will not free curl; the inside, free from wrinkles or seams; the absence of nails; the pliability of the heel; the flexibility of the sole.

Surely, it was agreed, these selling points were too valuable to be Pictures of pretty little girls are all right, but the little girl's mother wants to know how

long shoes will last.

The advertisers decided to mix human interest and reason-why discriminatingly, with the emphasis favoring the reason-why copy. At the same time they determined to institutionalize their product.

A series of full-page advertisements was prepared in each of which some one selling point of the shoe was stressed and human interest subordinated or entirely repressed. Nothing but full pages are used.

BRANDS ALL GROUPED UNDER HOUSE NAME

A difficulty was presented in the fact that the Juvenile corporation made half a dozen different brands of children's shoes, each with a distinctive name, such as Kewpie Twins, Little Wizard, Playhouse, Fairy Tale, Punch and Judy, Dixie Play Shoe, and Little Jack Horner. Obviously, each brand could not be emphasized in advertising. Accordingly, a group name was made use of for all the brands and a seal "Juvenile Shoe System, Stand-ard of the World" adorns every advertisement and every shoe.

The institutional feature in the copy was adopted to stimulate dealer interest. The corporation declares it is well satisfied with

the response.

A special lettering has been used in all advertisements and on all letterheads and other printed mat-

ter, with a condensed, pointed style. The slogan "The Quality Is Higher Than the Price" is used. Dealer help is furnished by newspaper electros, a kewpie window display and souvenirs for the voungsters, such as whistles and

toy balloons.

Officials of the company tell of advertising men who have come to them to assure them that they did not know what they were doing; that their copy needed more human-interest; that it was vague. But they are convinced, in a great part by results, they say, that rea-son-why copy will sell children's shoes, under present-day conditions, as quickly as it will sell tractors or steel pipe.

Business Papers Will Have a "How" Programme

THE programme committee of the Associated Business Papers, Inc., has issued a tentative draft of the programme of the convention to be held at the Congress Hotel, Chicago, September 18, 19 and 20. There will be but one executive session, beginning Friday afternoon and continuing through Saturday morning. other sessions will be open to all who are interested.

The subjects of the addresses and discussions will be of a constructive, practical nature, most of them of a "how to" nature. An outline of the programme fol-

THURSDAY MORNING, SEPT. 18TH Address of welcome by Chairman. Response and President's annual address.

dress.
Addresses on following subjects:
The Partners of Business.
How to Make the Business Press a
Better Partner of Business.
An Appreciation by "Business."
The Significance of the "Plumb"
Movement in Labor Circles and
Its Possible Effect Upon Business and Business Papers.
THURSDAY AFTERNOON

THURSDAY AFTERNOON
(Editorial Session)
Introductory remarks by Chairman.
How to Help Solve Present-Day Prob-

lems
(a) Labor
(b) Production
(c) Distribution

How the Editorial Conference Helm Business Papers How to Have Your Paper Lead as Well as Reflect Opinion How to Get and Train Men for Edi-torial Work

FRIDAY MORNING, SEPT. 19TH
(Advertising Session)
Introductory Address by Chairman
How to Make a Service Department Pay

How to Hold Advertising When De-mand Exceeds Supply How to Swat the Waste in Advertising How the Advertising Salesman Can the Advertising Salesman Can rove That His Paper Reaches the Prove Real Buyers

The Place of the Business Press in a National Campaign

Banquet at Congress Hotel

Banquet at Congress Hotel
FRIDAY AFFERNOON
(Circulation Session)
Introductory Remarks by Chairman
How to Reduce Circulation Mortality
How to Make Users and Boosters Out
of Subscribers

How to Handle the Subscription Crook Problem

How the Editorial and Circulation Departments Can Operate
FRIDAY AFTERNOON—SECOND SESSION
(EXECUTIVE SESSION)

The President presiding Address on the Audit Bureau of Circulations

The Advertising Agency and the Business Press
The Postal Situation
The Question of Free Copies to Adver-

SATURDAY MORNING, SEPT. 20TH (Continuing Publishers and Business Session)

How to Meet the High Cost of Publishing Standard Circulation Statement for Papers Not Members of A. B. C. To What Extent Should Publishers As-

sume to Censor Advertising?
The Proper Method of Arriving at
Rates Commensurate with Service
Reports of Officers and Committees
Election of Officers

Fawcett An Officer of Richmond Agency

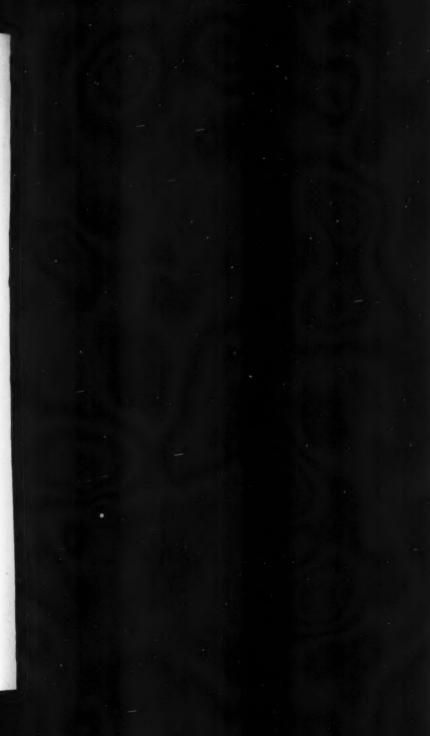
W. J. Fawcett, who has been associated with Cecil, Barretto & Cecil, Richmond, Va., advertising agency, and with N. W. Ayer & Son, Philadelphia, and who was formerly advertising manager of the Richmond, Va., Times-Dir. patch, became vice-president of the Staples & Staples, Inc., advertising agency at Richmond, Va., on September 1.

Form British Chamber of Commerce in United States

Articles of incorporation of the British Chamber of Commerce in the United States have been approved by Justice Guy of the Supreme Court.

The object of the new chamber is to

encourage trading between this country and the British Empire.





"AND DO YOU KNOW

she said-

"that boy did not die in New York he died in his own home town with his home town newspaper clasped to his breast". brought to the hospital from an over-seas ship. He had a broken back and was desperately ill. When he heard that home town newspapers were being distributed, he eagerly inquired if there was a paper from his town in Oklahoma. There was one and I gave it to him. His eyes kindled as he read about the folks back home, but before he could finish reading his paper the poor fellow died. And do you know, that boy did not die in New York, he died in his own home town with his home town newspaper clasped to his breast."

The above incident was related to a representative of the American Press Association by a member of the Stage Women's War Relief, who has been cooperating with us in distributing home town newspapers among the boys while they are in New York City. It is the true recital of an actual incident.

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THE COUNTRY NEWSPAPER

THE UNITED STATES is dotted with thriving prosperous towns, each a trading center for the farmers within a radius of twenty to fifty miles.

In nearly every one of these towns there is published a local newspaper, often a daily, in thousands of cases a thriving weekly, and in every case read by every family in the town and by all the farmers in the surrounding country.

Serving as they do the people living in the country, these local publications are known as "Country Newspapers." They are read by sixty million people, 58.2 percent of our population, who are today living in towns of 5000 population and less and on the farms. The Country Newspaper is the medium upon which these sixty million Americans depend for their local news—and in many cases for their news of the outside world.

The Country Newspaper, however, is more than a mere dispenser of news. It is the adviser, the friend in need, the counsellor-at-large for the community. It is a vital factor in the growth of the town and in the lives of its citizens.

The support of the Country Newspaper is enlisted for the building of the school, the church, the town hall and on through the various stages in the town's life and growth to



the voting of bonds for lighting and paving the streets. Every denomination, every class, every citizen looks to the local newspaper for support, help and advice. No activity can succeed in a small town from an ice cream social to the organization of the Commercial Club without the support of the local newspaper. The Farmer's Club, the County Fair and various other gatherings of interest to farmers would be out of the question were it not for the help and support of the local newspaper.

These varieties of usefulness of the Country Newspaper make the Country Editor the most influential man in his community.

The Most Successful
Piece of Journalism is
the Personal Column of the
Country Newspaper

Shown here is a typical "personal" or "local happening" column of a typical Country Newspaper. Nothing in the world is as interesting to the subscribers of this paper as this personal and intimate news of their friends and neighbors, the people they know.

The Country Newspaper is the heart of its community, for through its columns from week to week flows the life of

Cocal Happenings

il

Sam McKelvie returned from Lin-

Mr and Mrs. J. M. Bible, of Verona, were Clay Center visitors Wednesday

Mr. and Mrs. H. C. Palmer were Sutton visitors Monday afternoon.

Rev. Victor West will give the Decoration address at Sutton Friday.

H. H. Johnson went to Topeka. Kan.

Saturday for a few days on business

Born, to Mr and Mrs. Louis Will
Ismson, Wednesday May 28, a girl.

James Campbell and F. A. Thompson were Hastings visitors Wednes-

James Gildea, of Hamings, tran sacted business in Clay Center Fri-

John Culver, of Fairfield, transacted business in this city between trains

Monday.

Wilmer Lewis, of Omaha, came in thursday evening to attend the alumni banquet.

Ray Stephenson accompanied a carload of stock to the markets at Omaha. Wednesday.

Mrs. Joseph Rice went to Grand Island Saturday to visit her son, Will Bree, and family, returning Tuesday

the community — the chronicling of the births, deaths, goings and comings, and activities of all the citizens.

As the Country Newspaper is close to its readers and powerful in shaping the life of its community, so is it powerful as an advertising medium.

The people who read the Country Newspaper look upon it as a neighbor, a personal acquaint-They are ance. influenced by its statements and the advertisements it publishes to a much greater degree than the dweller in a big city is influenced by the statements or advertisements in the big city newspaper.



LOCATION OF COUNTRY NEW APER
AMERICAN P S ASS



EACH dot indicates the location of a thriving country town where there is a good daily or weekly newspaper that is read by every family in the town and surrounding country.

Sixty million people, 58.2 per cent of our population, live in towns of 5000 population or less and on the farms.



E APERS REPRESENTED BY THE P S ASSOCIATION



COUNTRY NEWSPAPER READERS CONSTITUTE THE MOST POWERFUL BUYING PUBLIC IN THE WORLD

IN THE CITIES there are one million families each worth more than \$5,000. In the country there are six million families each worth more than \$6,000.

This creates a market with a buying power of more than thirty-six billion dollars—a veritable gold mine for business.

The average yearly income among city families is \$750.

The average yearly income among country families is \$2,500.

Not only in their aggregate number but as individual citizens, the people in Country America have the greatest buying power of any people in the world.

The people in Country America are the majority consumers of the necessities of life, and their increasing wealth has made it possible for them to satisfy their desires also for the luxuries until now they are the buyers of phonographs, pianos, silk shirts, silk hosiery and seventy percent of all the automobiles that are made.

Manufacturers looking for new business and more profits need look no farther than Country America, a waiting, ready cash market for everything from rubber boots to



MERICAN RESS SSDCIATION

patent leathers, for farm tractors and tooth paste, paint and cement, up-to-date clothing, farm implements, chewing gum, typewriters, cigarettes, furniture, glassware, breakfast food, raincoats—everything that enters into life.

Get your share of the harvest that awaits you in this rich market. Advertise your product in Country Newspapers, the only medium that thoroughly covers and intensively cultivates Country America.

No matter how powerful all other mediums may be, the one ever-present visible factor to the local dealer in the small town is his home newspaper.

The Country Newspaper is the medium that tells the people in HIS town that your goods are for sale in HIS store.

It is the medium that "SELLS" THE CONSUMER and then tells WHERE THE GOODS CAN BE BOUGHT.

It is the medium that influences the dealer to put your goods on his shelves and it is the medium that creates the consumer demand that takes them off the dealer's shelves.

It is the medium that wins the dealer and ties him to you, and secures his cooperation and interest in the sale of YOUR products in HIS store.

The Country Newspaper is THE "CASH IN" MEDIUM.

As one friend talking to another about certain kinds of goods can influence a friend more than he can a stranger, so the Country Newspaper, the friend and counsellor of its readers, can talk to the people in its community about your goods and carry a conviction of their value it would be impossible to obtain through any other medium.



AMERICAN PRESS ASSOCIATION

THE AMERICAN PRESS AS-SOCIATION is the Advertising Representative for a select list of Country Newspapers covering the United States. We place advertising in the HOME NEWS PAGES of these papers. You can advertise in any number of these papers in any state or in any part of the country.

Through our publishers we are in position to procure for our advertisers valuable local merchandising information. We can obtain for you the names of the dealers in each town who are handling your product, and those who are not. We can get you estimated total sales of your product in each town compared to the sales of competitive products. We are in position to not only increase the sales of the dealers you already have, but to get more dealers for you.



We offer manufacturers, who have heretofore confined their sales and advertising efforts to the big cities, the opportunity to get their share of the business that awaits them in this greatest market in the world—Country America.

Let us send you a copy of our book listing all the papers we represent together with their rates, circulations and other interesting information.



OUR SERVICE TO ADVERTISING AGENCIES

THE AMERICAN PRESS AS-SOCIATION, a Special, representing Country Newspapers, acts as a clearing house through which you can place advertising in any number of Country Newspapers in any part of the country just as easily, quickly and economically as you can place advertising in a magazine or metropolitan daily.

We check and supply proofs of publication, and render monthly itemized statements that can be quickly checked and passed.

Our knowledge of Country America, gained through 37 years of experience, is at the disposal of all accredited advertising agencies.

We have a definite record of achievement in cooperation which cannot be duplicated in America—and which will be of interest to you and your clients.

If your clients have confined their sales and advertising efforts to the big cities, let us cooperate with you in pointing out to them the possibilities for new business in this rich market, right at their doors.



DAILY NEWSPAPER DEPARTMENT

RESS SSOCIATION

IN ORDER to better serve those advertisers and advertising agencies desiring to use daily newspapers in the larger country towns, we offer the services of our Daily Newspaper Department.

Special data and information regarding these papers and the towns and territories they serve are at the disposal of accredited manufacturers and advertising agencies.

When you think of Daily Newspapers, think of the American Press Association.



COURTLAND SMITH, President

NORRIS A. HUSE, Vice-President

WILLIAM G. BROGAN, Secretary

NEW YORK: 225 West 39th Street CHICAGO: Peoples Gas Building

WASHINGTON, D. C.: 1119 Woodward Building

SAN FRANCISCO: 32 Clay Street





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Merchandising the Elaborate Dealer Display

Some Examples of the More Elaborate Window Features and Plans by Which They Are Routed

By Burnham McLeary

THE writer has always believed that a certain midway photographer sized up human nature pretty accurately in a sign which he displayed in front of his tent with startling prominence.

with startling prominence, "Get Your Photo Taken—25c" read the top line—just by way of getting attention.

"With Swell Society Background-35c" read the lower line. -And it was the lower line that

"got" 'em!

No offence intended, isn't there somewhere in that pile of picture postals that has been accumulating on the whatnot, an ancient one of you—and possible a lady (the writer believes that he could digone up somewhere 'round the house)—guiding a Pierce-Arrow along an ethereal highway, or flying above the clouds in an airship fearfully and wonderfully contrived, or perchance taking a turn at the wheel of your luxurious private yacht?

Nothing like an atmosphere of class, thinks most of the world, if you want to make an impression! And the same applies not only to selling one's personal society through sumptuous displays, but equally well to the perennial efforts of manufacturers to obtain impressive showings for their merchandise in the dealers' win-

dows.

Theoretically there must be some way of assuring for one's product and one's special window trim an "appearance" in the most attractive window on Main street. In practice, however, if one attempts to provide a window display that will serve all dealers on the list with equal effectiveness, one very shortly finds himself in the fix of the man who tried to bring down bears with bird-shotor, for that matter, wise old birds

with buck-shot! It is not always the size of the frog—to change the figure amphibiously—that determines the length of his leap!

If it were, one might draw very definite lines of cleavage be-tween "Big City," "Small City," and "Country Town." Obviously the dealer who must compete for window attention with hundreds of shops displaying wares of infinite variety, needs a window trim of peculiar excellence. But the problem is by no means as simple as that. Many a shop in the smaller centres, when it comes to artistic and compelling window displays, can cut rings around its more gregarious neighbors. Planning one's investment for sales helps on the basis of the volume of business produced by the different dealers is also theoretically sound, but here again one is likely to err by trying to "cover the earth" with too thin a coating.

PRESENT DAY TENDENCIES

Amidst these and other tangling problems, there appears to be a definite trend in the matter of dealer helps (and in particular window trims) which may be broadly summarized as follows:

(1) A tendency to regard sales helps more and more as an essential part of one's merchandising effort; (2) a tendency to group one's dealers in accordance with the individual investment each would seem to justify and to apportion one's appropriation so that the entire list can be covered adequately; (3) a tendency to embody in each display some element of utility (or failing this, of unusual attention-getting value); and (4) a marked tendency to insist that the dealer be sold in good thorough shape on the particular "helps" that one has

12

to offer—and in especial that "helps" for the most part be sent only on request or specific order.

Getting down to cases, the plan at present being used by the General Electric Company in its window display campaign is illustrative of the way in which an expensive display can be merchanelectric wires, is complete. If the wary pedestrian gives the display but a glance, he reads "Let a G-E Fan bring cooling mountain breezes to your home." If he pauses, he reads from the sidepanels set at a slant, "You buy coal to keep the house warm in winter-time. For much less a



A TRAVELING DISPLAY THAT TIES UP THE IDEA OF MOUNTAIN COOLNESS WITH ELECTRIC FANS IN VERY EFFECTIVE FASHION

dised to deliver maximum results at a comparatively low cost per "window-display-week," and also of the way in which the idea expressed in such a display can be modified as further to reduce the investment per dealer.

The most pretentious factor in this campaign is a "traveling-display"—pictured in the accompanying illustration—designed to speed up the sale of a short-season product. While the rich effect of the purple hills and rainbow tints must be left to the imagination, the "Spirit of Coolness" and her showery dominion (incidentally the combined product of photography and hand coloring) is caught by the passer-by in a twinkling. And the tie-up, over

G-E Fan will keep the house cool this summer."

This traveling display is booked and routed in much the same way that the appearances of a theatrical company are contracted for at future dates. In the instance just cited, the time spent in traveling averages one week out of every three.

But of course a dealer-help of this character, costing in the neighborhood, say, of fifty dollars, is only a good investment when it can be utilized in stores of big sales-pulling power. To provide, therefore, for the less active dealers, the General Electric Company is using a "rainbow" designed to be pasted on the window and bearing the salutation: "G-E

We believe that the rapid growth of this Company is due to the unvaried devotion to its original policy.

That its effort shall be directed at all times:

- towards the production of good advertising art, and towards maintaining uniformity in its quality and value.
- towards the extension of a service whose considerations are equally sincere on all work,
- towards an earnest desire to offer such assistance, suggestions, and knowledge as may be requisite.
- and towards the upholding in the future of these principles of the past and present.



THE WELANETZ COMPANY INC. 2 East 23d Street New York City

When you want to "go the limit" on quality—

there's no coated paper you can trust more fully to bring out the best there is in the plates and type than

Super Fine Coated

For the highest type of halftone or color work

The raw stock is made from No. 1 bleached sulphite and rags—hand sorted. The surface coating from the very highest grade English Clay. 500 perfect sheets to the ream. A paper for that "exceptional" job. Priced moderately. Samples, dummies and prices sent on request.

Please communicate with nearest branch

BERMINGHAM&PROSSERCO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

MAK

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Fans—Refreshing as a Summer Shower." As an attention-getter, a revolving color wheel propelled by a G-E fan is a novelty that is serving its purpose so well that the company has applied for patents. Incidentally, in its national advertising the company urges the



A CHIFFONIER OF REAL WOOD, A REAL MIRROR AND THE PHOTOGRAPHIC REPRODUCTION OF A REAL MAN, COMBINE TO MAKE THIS TRAVELING DISPLAY A POWER-FUL SELLING FORCE

reader to "Look for the Rainbow in the Dealer's Window."

Another display which is booked and routed in much the same manner as the General Electric's "de luxe display," is that used by George P. Ide & Company to advertise Ide collars. The chiffonier, as shown in the illustration, is of real wood, the mirror is a real mirror, and the life-size figure is the photographic reproduction of a real man. The top of the chiffonier is hinged and folds up to protect the mirror when the whole display is packed for shipment. The entire outfit can be compressed to a thickness of perhaps six or eight inches, so that it can be closed up and packed, or unpacked and set up, with a minimum of inconvenience to the dealer.

As an "attention-getter" of unusual value, the Ide display is typical of many that employ life-

size figures in a way rather startling to the man on the street. Hardly an individual but must admit that he has more than once been brought to a halt by the incisive gesture of the Moxie man. Many a person, too, has caught himself wondering why John and Mary chose a big store window in which to sort books and arrange them in a Globe-Wernicke book-One well-known life-size cutout of a very attractive girl has-according to the manager responsible for the advertising of the product she represents-"been appealed to, proposed to and apologized to." A window in Lord & Taylor's, in which life-size figures were used to further one of the Red Cross campaigns was darkened from eight in the morning till the curtains were drawn at night, by the throng of Fifth Avenue shoppers who stopped to

investigate.

The advertising of corsets has, from time to time, given opportunity for some very attractive windows, and has recently occasioned, on the part of Treo Company, a rather unusual display in which life-size figures have been utilized with dramatic maid in white is A effect. applying (don't feel quite sure of the word) a Treco-Grecian corset to a right attractive young woman (just a figure, of course) who stands sweetly at ease and quite oblivious to the publicity. Beyond, at "attention," is stationed a fine upstanding young woman dressed in khaki and looking you "squar' in the eye." Rather pleasant, she seems, and smartly rigged. The inference is that under her soldier suit she wears Treco-Grecian corset. Rather a substantial initial investment, these three appealing sales-figures, but an investment that would appear to be justified in the merchandising stimulus that so unusual a window creation affords to the dealer.

A traveling display for the advertising of various books of poems by Robert W. Service is another display of the more elaborate type that has recently cap-

tured attention. The background in this display is a screen on each of the lower panels of which is painted merely the symbol of the Red Cross. On the upper panels is shown a shell-torn area in France, with two stretcher-bearers coming up through the battle smoke to reach a wounded com-At either side of

screen, on a pedestal, a largeplaced calibre shell, and in front is spread an open book, on the open book, on the very large pages of which are reproduced by lithographic pro-cess "The Call," one of the most stirring of Service's Red Cross poems. So effective was this display that even though one of the leading New York department stores had used it during a two-weeks' period, it was accept-ed for immediate use

by one of the big rival stores only a few blocks away. Five department stores in Philadelphia made use of it, and one of the leaders made a specific request for the loan of this display, even after it had been shown by several competing stores.

So much for the "Pro" of the case for the traveling display. Over against the advantage which accrues to a manufacturer who is able to supplement the merchandising efforts of his dealers so effectively, must in fairness be set one very definite obstacle-the difficulty of routing a display and following it through in a way that will insure its being constantly This productive. obstacle does not seem insuperable, howeveras some would have us believe. Tending to minimize its reality is the testimony of the General Electric Company which to date reports that it has been free from the difficulties which many who have tried the plan have experienced through failure of the dealers to ship promptly, loss in

transit, or damage through care-

less handling. "Make the display simple—not difficult to set up or take down" is the first essential. For the rest, no sovereign plan can be laid down, the only suggestion being that several manufacturers engaged in non-competitive campaigns might well consider the feasibility of providing a common office in each of the



ILLUSTRATIONS MERELY BY TEARING OFF THE POSTERS, BEVEALING OTHERS THAT ARE BACK OF THEM

large centres from which the displays could in every case be sent This would permit their return after each display period, and would facilitate a constant check on the condition and whereabouts of the display in question.

As a possible system of followup the following has been suggested:

(1) August 14-Letter to dealer ac-(1) August 14—Letter to dealer acknowledging his request for display and notifying him shipment will be made August 20th, he to have the use of the exhibit eight days, let us say.

(2) August 28—Letter to dealer notifying him that he is expected to return display August 30 and that the local express company is being notified to eatl on that date.

dl on that date.
(3) August 28 — Letter to express company, as suggested above, with return postal providing for notification as to date display was delivered for return shipment.

In the matter of following up the displays through the express companies, the writer is assured that the American Railway Express Company is prepared to give this co-operation exactly as suggested.

Not so vexatious a problem is presented by such a display as that

Export-?

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POWER BOATING

The lure of the speedy pleasure craft knows neither race nor nationality. Each 16-footer or commodious cruiser has a fascination all its own.

Engined work-boats, the motor trucks of the seas, give the upper-hand in competition to those who gain their living from the water.

Europe's manufacturing nations have produced practically no boats, engines or accessories for several years. Today they are handicapped by high costs of labor and shortage of materials. Europe needs work boats; pleasure craft are wanted everywhere. We, alone, are in a position to produce.

The Demand is Worldwide— The World Wants Our Products

November *Power Boating* is the Annual Manufacturers' Export Number. It will reach thousands of power-boat people, dealers and agents, in every corner of the world. It is an issue marked by unusual and attractive editorial features.

This Manufacturers' Export Number of *Power Boating* can be the foreign sales representative of manufacturers of power boats, engines, equipment and accessories. Upon request, information about preferred position, at no advanced rates, will be furnished. Reservations should be made immediately. Forms close October 1.

POWER BOATING

Penton Building, Cleveland, U.S. A.

Peoples' Gas Bldg., Chicago Oliver Bldg., Pittsburgh 220 Broadway, New York

Members: Audit Bureau of Circulations-Associated Business Papers, Inc.

Export-!

employed by the Charms Company, of Newark, which provides a special window trim that may be compressed into small compass but that nevertheless, when set up, arrests attention—and makes one's mouth water! These displays it places with a selected list of dealers in a territory in which there is to be a merchandise drive, and

which is quite without selfish interest for the manufacturer supplying this particular sales-help. The fact that the manufacturer is willing to meet the dealer half way and to take no more than he gives is the best sort of guarantee that a "help" of this character will be used to the limit.

All of which is indicative of the



A COMPACT DISPLAY, MADE UP LARGELY OF PASTERS FOR THE WINDOW

later picks them up through its personal representatives and proceeds to use them elsewhere. One store in Newark is said to have sold over 25,000 packages of Charms during the week that its display was featured, and this record was eclipsed by a Philadelphia dealer whose sales were said to exceed 50,000 packages.

50.000 packages.

Effort along a different line in the direction of permanent utility, is evidenced in the panelled display shown in an illustration on page 134. The colored posters showing soft drinks are units in a series of fourteen displays. Tear off the posters appearing in the picture and three other posters, also in color, are disclosed featuring one of the McKesson and Robbins "Health Helps." Tear off those, in turn, and posters are disclosed featuring some regular product which the druggist is always desirous of moving but

marked tendency on the part of the manufacturer today to merchandise his dealer-helps rather than to pass them out regardless, and to strive in their preparation to make them first of all of service to the man who gets them.

Despite the belief that still crops out here and there that the dealer doesn't know what is good for him, PRINTERS' INK is willing to go on record to the effect that the average dealer is just as sensitive to exploitation on the part of an outside force as the average in callings. individual other Though the trade-mark of the manufacturer be never so large and though it be never so attractive, if it dominates the so-called "help" to the neglect of the merchant for whom that "help" is designed, it is almost certain to be set wrong side up in the storeroom-thence to find its way to the inevitable garbage can.

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"The Partners of Business"

—is the subject of the opening address at our convention which is scheduled for Sept. 18, 19 and 20 at the Congress Hotel, Chicago.

This one vivid phrase expresses the intimate and influential relationship of the Business Press to Trade and Industry. Think it over, for it is the exact truth, and its value to you depends upon your appreciation of its potentialities in your business.

Advertising value is proportional to the reader interest of a publication, that everyone knows; everything in a Business Paper from cover to cover is of the most intense interest to its readers. It is in fact a "Partner," an integral part of its trade or industry.

What an opportunity for the progressive advertising men who realize the present day necessity for specialization in copy and media if they are to hold their own with specialized effort in production, other departments of selling, and in fact in all branches of human endeavor. That the intensive cultivation of special fields does not require a large appropriation is a disadvantage or an advantage, depending on how you view it.

"Printers' Ink" is your Business Paper. That is why we entrust it with our message for you.

Look for the words—"Member of the Associated Business Papers Inc." if you want proven circulations PLUS the very highest publishing standards.

THE ASSOCIATED BUSINESS PAPERS, Inc.

Business Press Department A. A. C. of W.

Headquarters, 220 W. 42d Street, New York

The Face that Buys a Thousand Things

It used to be a great stunt with the Sunday editors. They'd get together a batch of pictures of prominent clergymen or authors or bank burglars and make a composite photograph.

Sometimes the results were upsetting. More often than not, the pot-pourri of yeggmen's countenances turned out to be most attractive, while the clergymen and authors—. Well, maybe that's why you rarely see these composites nowadays. Some of our idols must be left intact.

It was just such a composite of Our Readers that the youngest Photoplay Magazine representative was crying for the other day. We told him it couldn't be done with the camera. "Write it out then," said he.

The composite face of Photoplay's readers would have youth in it and little crinkles around the eyes that come from laughing a lot. And the chin would be good and strong, sticking out a bit because its owner is a getting-along American. There would be plenty of brow, but it wouldn't exceed Humanity's height restrictions. If you saw that face in the steaming jungles of Somali Land, you'd know instantly that it first saw the light in the United States of America.

When you come to send me the copy for your next twelve pages in Photoplay, keep that face in mind. Remember that it belongs to one of your own sort of folks who speak your language and like to read about and buy your products.

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRE, PUBLISHER

W. M. HART ADVERTISING MANAGER

350 NORTH CLARK ST. CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Advertising Reduces Prices of British Spectacles

Sheffield Optician Tells How Advertising Established Business and Reduced Factory Costs

By Thomas Russell

London Correspondent of PRINTERS' INK

I N the year 1899 a young man in I the optical business, with one shop in an English provincial *town, came to my office with a copy of PRINTERS' INK in his hand, wanting to know where he could buy an annual subscription. told me that he was a strong believer in advertising, and showed me some "Eye-talks" which he was me some "Eye-talks" which he was using in one local paper, and which were soon afterwards imitated by more than one much larger advertiser in the same business. He told me that he was a fully qualified optician, having taken all the degrees obtainable, and was doing the chief business in his district: but he bought all his lenses and frames, and helped his overhead charges by selling Kodaks, stereopticons (which in this country we call magic lanterns) and small scientific instruments.

To-day, as governing director of his firm, Leadbeater & Peters, Limited, Alfred Peters has a staff that has grown fourteenfold in the last few years, owns a finely equipped factory, making spectacles and eyeglasses of almost every variety, and has twelve branches, managed by fully qualified men. Advertising did it, he has told me: and he also told how advertising had enabled him to reduce the price of practically all rimless eyeglasses and spectacles by around a dollar and a quarter a pair, through manufacturing economy.

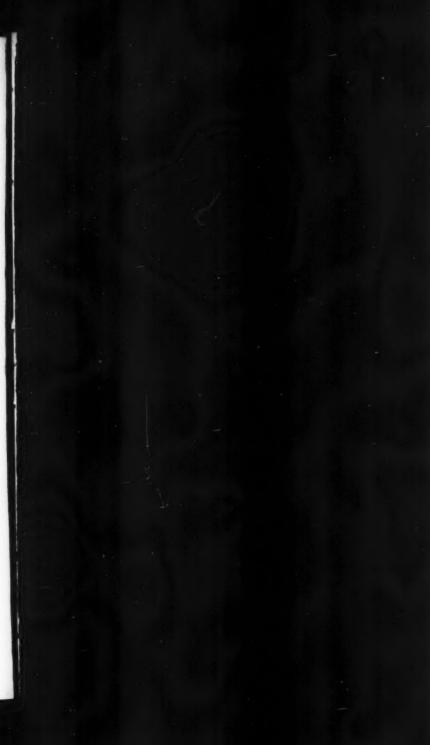
"At one time in our history," he said, "we did a seasonal business—pretty busy from October to June: almost idle from July to September. Through consistent newspaper advertising, it is now almost evenly spread over the year. Thus we are able to give steady employment to a larger staff, and the establishment of our

own works was made possible. We are making, with British machinery, certain lenses which used to come almost entirely from Germany, and our total output is twenty-five times what it was ten

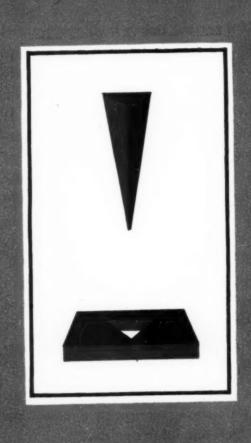
years ago."

One factor in the growth of a business which has a highly personal nature, since testing fitting are the chief work, has been the way in which Leadbeater & Peters, Limited, handled their staff. Advertisements in local papers covering the territory served by each branch, name the resident manager and the local address. Some firms have had difficulty in similar circumstances because the relations of branch managers with customers become too intimate: the customers became customers of the manager instead of being customers of the firm. When a branch manager (who must have the proper initials after his name) has proved his worth, he is given an interest in the whole business —not in his own branch alone and usually made a director. "The secret," said Mr. Peters, "is to find men whom we can trust and then trust them." All employees are taken care of, and the aim of the management is to make everyone feel that the success of the firm means success for himself. bonus plan, or what Lord Lever-hulme calls "prosperity sharing." is being now worked out, which will embrace everyone employed.

Following these principles, there is no reason why the firm should not become national advertisers with a chain of branches covering the whole country. In describing to me its past history and future aims, Mr. Peters did not hesitate to give credit to PRINTERS' INK for the inspiration derived from it in his advertising methods.







If a certain man whom you wanted to see was to be at a certain spot on a certain day and you knew he was to be there, you could see him by being there at the same time. If you were ambitious enough or perhaps a bit bold and were master of a good approach, you could make that man see you, and you could talk to him. If you were convincing enough, he would believe your story. If you had something to sell, you could sell it. At least, whether or not you made a sale, you would secure the advantage of contact. Contact is the first step in selling and advertising.

It is absurd to barter words over an established fact—over a condition which one knows exists.

The Quality Group, being composed of important publications of known prestige and ability, reaches men and women who are equally important and dependable. They are interested in politics, entertainment, authentic news, finance, literature, food, clothes, luxuries and essentials.

Furthermore, the advertiser knows, and you know, that this audience represents unlimited capital, so to speak, and the judgment and desire which ordinarily travel with it. Perfect contact requires no bolstering up.

One object, laid out and developed to exactly accommodate another object, supplies a condition too obvious to need analyzing.

ATLANTIC MONTHLY CENTURY MAGAZINE HARPER'S MAGAZINE REVIEW OF REVIEWS SCRIBNER'S MAGAZINE WORLD'S WORK



Editorial Number Three



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Colorado County Levies an Advertising Tax

Funds Invested by Semi-Public Organizations-All Property Owners Being Taught the Functions of Advertising

By John T. Bartlett

MUNICIPAL participation in advertising and publicity campaigns is common through-out the West, where this course to assist in developing native resources is a logical piece of good business. Such participation in most cases takes the form of grants, made annually or otherwise on the vote of governing

There is oftentimes a lack of system which makes for inefficiency. Advertising work commenced by one city council may be discontinued by a succeeding one, and at best there is uncertainty in formulating a permanent policy. Still another objection is that this municipal assistance in advertising work may be regarded as especially in the interests of one rather small element in the com-

munity, which obtains the grant

by various wire-pulling methods. A Colorado county, Boulder, uses successfully a much better plan, so conceived that the entire property interests of the county are behind it. Boulder county, population some 30,000, levies annually an advertising tax upon all property within the county. The levy is one-tenth of one mill upon the assessed valuation, an amount so fractional that no property owner feels it, yet on the county's total valuation, \$44,153,000, sufficient to raise a sizable annual amount.

Boulder county begins on the plains and extends back into the There are Rocky Mountains. three important industries. Farming is one, accounting for heavy annual production of sugar beets, grains, forage and livestock prod-ucts on valuable irrigated lands and mountain farms. A second industry is mining, which led to first settlements in the county.

A third "industry" is the tourist traffic, from which Boulder already derives a heavy annual revenue, yet expects much more in future. In addition, Boulder is an educational centre, the home of the State University and of a popular summer chautauqua,

The residents of this county are "sold" on the idea of advertising and the annual advertising tax is in operation as a permanent in-stitution. It was first levied in 1915, when it netted something in excess of \$2,000. The amount of the tax has automatically increased from year to year, through the growing valuation of the county until in 1919 it reached \$4,400.

APPROPRIATION WIDELY DISTRIBUTED

To date the county Board of Commissioners has not itself expended the annual advertising fund, but has distributed it annually among one State and several county organizations which are themselves engaged in permanent advertising and publicity The Boulder Commercial Association gets \$800 in 1919, while smaller amounts are dis-tributed on a basis of population to commercial associations at Longmont, Lafayette and Lyons. The county metal mining association, the county fair association, and the local fish and game club, are given annual aid. The State organization assisted is the Colorado Development Federation, an organization extensively engaged in bringing settlers and industries to Colorado.

Thus, though the amount taxed annually by the county at large is not munificent, it forms in reality the basis of extensive annual expenditures by Boulder county in advertising and publicity work, because the various associations

assisted raise considerable sums among their own members for the work. The work of these other organizations is stabilized from the fact that they can depend from year to year on official county contributions.

Boulder county may decide later on to invest its annual advertising fund in some other manner, but at this time no change is indicated. The County Board of Commissioners apparently has confidence in the organizations assisted, for the annual distributions are made without stipulations. No strings are attached.

Certainly this county advertising tax is infinitely superior to the old haphazard way. One of its best features is that it enlists the support in advertising of every property owner in the county. A tax is a hoary institution, and one of the peculiar attributes it possesses is an unusual degree of public respect. To levy an annual tax for advertising in the same manner that taxes are raised to build roads, operate schools, and perform the better understood functions of government, is to give advertising a new importance and dignity. It is a step toward ultimate recognition that it is a permanent public necessity.

People Like to Read Crowded Advertising

THE MINNEAPOLIS TRIBUNE

THE MINNEAPOLIS TRIBUNE

Editor of PRINTERS' INK:

I have been a PRINTERS' INK fan
for a great many years and was very
much interested in your August 14
issue, particularly in the Frank H.
Williams story. Funny how the Williams family does break into the newsnamer husiness. I arese thoroughly with liams family does break into the news-paper business. I agree thoroughly with the mythical Mr. Jackson as to the story-telling inadequacy of the average display copy of the national advertiser in magazines. The people do like to read ads, and when they read an ad they are disappointed unless the ad-vertiser tells them all he knows about his product, or at least as much as he can tell in the space he uses. can tell in the space he uses.

The owner of one of the most successful and the largest department store in the Twin Cities, a store that has grown in twenty years from a little in the Twin Cities, a store that has grown in twenty years from a little frame building to a mammoth institution, covering nearly a whole block, reads over in person the proofs of his advertisements before they are published and I have known him to crowd anywhere from half a dozen to twenty items into a page his advertising manager, and a good one too, had already believed crowded. He has done this every day since he started the business

every day since ne starten the business and his advertising expense is always less than one and one-half per cent. A national advertiser in the Chicago territory once asked me why his new-paper advertising was not pulling. He had been running a campaign for six months with negative results. His conv months with negative results. His copy was magazine copy, a beautiful illustration with a catch phrase or two and

his signature.
I told him he had not described his rotat nim he had not described his product sufficiently to arouse the interest of the reader.
"But," he replied, "my illustration tells the story."

"It appeals only to the artistic sense of the reader," I replied, "just as a beautiful landscape does. I warrant you that a large percentage of the readers of our paper give your advertisement a glance, appreciate the art work, say to themselves, 'I wonder what his product is like' and then forget about

As result of our conversation, induced him to prepare a special line of copy for our paper as a test to be of copy for our paper as a test to be carried over a period of three months, describing fully his product, stating fully its good points and carrying a coupon asking for a booklet, which would picture the product and explain in greater detail its various merits. He agreed that if results from this advertising proved we were right, he would change his plan entirely and give the newspaper another six months trial. He was on the verge of discontinuing entirely his newspaper advertising, when he permitted himself to be influenced by my argument to try the test.

he permitted himself to be influenced by my argument to try the test. The result was more successful than either of us had hoped for. Within six weeks after his descriptive advertising had started in our paper, he wired me to come to Chicago at his expense and showed me stacks of direct orders and coupons, calling for booklets, in re-sponse to his advertising in our medium.

sponse to his advertising in our medium.

I am glad to note the continued progress of PRINTERS' INK and deem it one of the best publishing helps we have in the business. WILLIS L. WILLIAMS, Manager Service Department.

Farmers Would Advertise

Their Case Indiana farmers are going to have a special "drive" one day this week to raise a campaign fund of \$200,000, to be devoted to the general interests of the farmers. A meeting of farmers from ten counties in the southwestern part of the state was held recently to complete arrangements in that territory. It was declared that organization, news. was declared that organization, news-paper advertising and high-priced repre-sentatives are needed by farmers, as much as by manufacturers, retailers and trade unions.

Mary G. Hoche, who has been with the service and promotion department of *Motor*, New York, is now secretary of The Edward Ross Service.

7000 Leading Foreign Publications on file

The JOHNSTON OVERSEAS SERVICE has complete information on these publications and is now placing thousands of dollars' worth of advertising in the columns of many of these reviews.

We select the most effective and powerful media to serve the requirements of each client's individual needs.

Up-to-the-minute market reports on Cuba, West Indies, South America, Australasia, the Far East, France, Belgium and Italy gathered by our special representatives who have carefully investigated these fields.

Services Performed

JOHNSTON OVERSEAS SERVICE plans, prepares and places foreign advertising campaigns designed to substantially increase the sale of the client's products in all foreign markets.

We now are placing foreign advertising campaigns reaching every important foreign market of the world.

Write for interesting booklet "2-A" on Foreign Media.



Exclusively Foreign Advertising

277 Broadway

New York City

Telephone Worth 2049

The Terrible Advertising Man

An Outsider Has a Little Good Natured Fun With the "Profession"

VISITORS from abroad, from H. G. Wells and Arnold Bennett to Rupert Brooke, express almost child-like bewilderment in the face of what they call our "sky-signs." Coming to them with a fresher eye the grotesqueries of York street advertising strike them with something of the emotion experienced by the young in looking through a graphically illustrated fairy-book. To them our advertising is saliently and essentially American. Its horrific impact on the eye astonishes them because they do not understand that the object of the advertising man is to assault the vision; it is like a man's coming to fight a duel on the understanding that his adversary shall use the rapier only to be confronted by a bludgeon. It is this failure to grasp the first intention of our advertising artists in color and light that makes understandable the Englishman's exclamation in the classic story. A New Yorker was piloting his London guest about the thoroughfare miscalled the "White Way." Suddenly stopped and pointed upwards: "See that sign!" he said ecstatically. The Englishman murmured something about not being able to help it. "It has 50,000 lights in it!" cried the American. "But, my dear chap," protested the Londoner, "doesn't that make it frightfully conspicuous!"

Broadway has never been so thrilling, to the present writer at least, as on those few nights last year when its pyrotechnics were dark. There is probably no street in the world to which darkness is so becoming. Unfathomable people brushed by you, their faces mercifully swathed in darkness. There was mystery in street-corners formerly tenanted by saloons. The sky and the stars seemed strangely close. It was curious, on Broadway, to be conscious of

the sky and the stars....You conceived that you were threading a Florentine alley, for all the taxicabs! But the firmament of rust-defying corsets, of eternal brooms, of death-evading tires and timeless chewing-gums has succeeded the paler planets which are again lost in the great dimness beyond the penumbra of the advertising man's garish halo.

BROADWAY'S OPPORTUNITY

There are those to whom our advertising is the color in a drab world, who are convinced that the ugliness of subway kiosks and L stations is relieved by the chromatic splashes which adorn their sides, who find, in its ultimate bizarreries something appropriately modern, hence satisfying. To see a painted cow belonging to Hor-lick browsing over a lump of green paint is not a recompense for a distorted landscape, but, in cities, big cities, it must be said that the total effect of multi-colored advertising signs is to suggest the Babylonian, the Saturnalian, not without fittingness. In small towns, in mill cities, the advertising is hideous, depressing. Signs stand on bleak squares like hectic spots on a consumptive's cheek. Main Street is seen piti-ful in the light of half a dozen scattered electric signs, meanly bedizened, shrinking from a light it does not court. At least Broadway has learned to be comfortable in the center of its own spotlight, to revel in it, like a prima donna of sorts.

The advertising man, the genius of America, is usually young, good-looking, sartorially perfect, with sleek hair and parti-colored shoes. Consciousness of the eminence of his position in American business has made him as complacent as Douglas Fairbanks. He does not conceal his awareness of the fact that he is the cornerstone of the most respectable American institutions; the newspapers and

The St. Louis Star's Daily Average Net Paid Circulation for August, 1919:

101,735

The Star's Month by Month Statements of Net Paid Circulation for the Past Six Months are as Follows:

> 94,845 94,845 94,833 94,833 May, 1919 96,446 Juno, 1919 97,682

99,265

101,735

In Total Paid Advertising Compared With August, 1918

The St. Louis Star Gained 58,116 Lines

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO PHILADELPHIA NI
Peoples' Gas Bldg. Colonial Bldg. Fifth

Don't Say "Paper"—Say "Star"



The MERCURY of MERCHANDISING

NQUIRY into coming trade conditions points to a year full of unpleasant fluctuations for the automotive manufacturer whose Dealer foundations isn't deepdug and based on rock. A conference on this subject this year may be a grateful financial remembrance next year.

The SERVICE CORPORATION AUTOMOTIVE SALES DEVELOPMENT

The 1920 Barometer

is going to register stormy weather for many automotive manufacturers. That is why—

An investigation of The Service Corporation's facilities for building a maximum-effective 1920 Dealer Body, and for multiplying local sales, is the part of good business and day-after-tomorrow wisdom.

Such investigation will involve a few hours of time spent with one of the founders of this service, but will not obligate the inquirer in any way.

Our Service is older than the automobile; originated in carriage-building days; has been developed exclusively in this line of work during every succeeding year, with progressively increasing facilities.

It has no competition that we know of.

Its statistics and human data regarding the Automotive Dealer are 98%-complete and are the basis upon which our campaigns are planned and executed.

The economy and uniqueness of this work—its remarkable results—will demonstrate themselves.

We serve only a few clients at a time.



Perhaps what we have is what you want.

NEW YORK



DETROIT MICHIGAN

magazines depend on him; Literature and Journalism are his hand maidens. He is the Fifth Estate ... James Cabell speaks with accuracy of the great American weekly which prints fiction among its advertisements. Yet, for all his dignity, the advertising man is a good fellow none the less. At lunch time he is lavish and fluent, fecund in anecdote. He is on the right side of things, the optimistic side. He has no use for morbidity, irregularity. He is as patriotic as George M. Cohan. Usually he is married and does not conceal from you the fact that his salary is twice that of the President of the University from which he didn't graduate, since he deserted academic maunderings for the actualities. But he is likely to respect college presidents. Since they are themselves, along his own line, not meanly equipped. . . .

Not only would our newspapers not be without the advertising man; they would not be so funny. If there is some question as to whether he relieves the monotony of subway kiosks there is no doubt whatever that he relieves the monotony of newspapers. When you get tired of the ironic invectives against Claude Kitchin on the editorial page of the newspaper which is by no means your favorite but which you nevertheless read because your favorite isn't published yet (since it probably couldn't get the ads!) you can turn to an ingenious article on Gladstone, headed by a great picture of the G. O. M., which tells you that his success as a statesman was due to the fact that he used a razor, in all essentials exactly like the Durham-Duplex. Precisely like, that is, except for the "safety" of the later instrument. Or to the theatrical columns and be invited to see Theda Bara in Cleopatra. "Why," you are asked, "did Caesar leave Rome?" You speculate. You wonder. You are led to believe that Theda Bara had something to do with it. She must be an interesting person to attract so celebrated a week-ender. Or, you are slyly told of Cleopatra, by way

of historical diversion, that "her tailor was a florist." This, too, suggests that Theda is an interesting person, orchidaceous and amiable.

"Publicity" is the reigning thilosophy, the magic conjuring word. The extent to which you emiloy it is the mark of your success. The advertising man is as necessary to the undertaker as he is to the actor and the politician. Recently the family of a wellknown dramatic critic, a modest man with simple notions about interment. was horrified to read in the newspapers, a few days after his death. the statement that the deceased had left a "sealed envelope" with esoteric instructions as to his funeral. When he investigated the story, the son of the dead man found that it had been circulated by the publicity man of the fashionable undertaking establishment which had charge of his father's body and had to write a privately published pamphlet in which he disposed of the story. The advertising man is the enfant terrible of the time, unabashed before the eternities. Even needs him, to say nothing of Swift & Company. No doubt we should have seen, were it not for the emergence of the League of Nations, an increasing specialization in "war-publicity." America would probably have developed the snap piest war publicists in the world The first act of a South American revolutionist would be to wire a New York agency for a publicity man, a live wire, who could put a revolution over, with neatness and dispatch. This is one of the greatest undeveloped professions which a lasting peace will render stillborn as it will stiffe the activities of the munition makers.

Perley Joins Forces With Bertsch & Cooper

C. Perley, art director for the last three years of the Erwin & Wasey Co., Inc., advertising agency, Chicago, has become associated with Fred S. Bertsch and Oswald Cooper, and with them has established a counsel, art and typographic service at Chicago, to be known as Perley, Bertsch & Cooper.

14/6 GAIN

IN ADVERTISING FOR OCTOBER

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MUNSEY



Leslie's Illustrated Weekly Newspaper

Published by the LEBLIS-RUDGE CONTAINS ID Fish Avenue, Non-York CorCXXIX SATURDAY SEPTEMBER

No. 1540

IS CENTS A COPY

A Welcome from Great Britain's Rulers



The ruler of the largest of the Allied interns decreates the representative of one of the wealists. King George of England networks Color-Millemanty troutch, of Serbos, to one of the greatest spectacles London has ever brown: the reinbracion of the sensing of the one and the curring of purce. Marchal Facts is seen at the laft. The Quam, who is near her coyal justiced, is associng the King in gooding sourcy of the world, gathered in the merepolis to pay their assistant butter to England on one of law greatest fays.

ARTGRAVURE

Picture Section in Leslie's

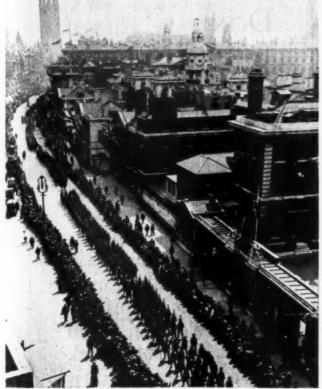
Beginning with issue of September 20th

Another step forward by America's noted illustrated weekly newspaper.

September 13, 1939

LESLIE'S WEEKLY

London Cheers the Fighting Men of India



While all Landon record its approbation, 1,800 British and color

dronts mainty. The cartinglet, a dealing one, moved from

Advertising in this section will attract wide attention

THE DOUBLE SPREAD, \$4,000 A PAGE, \$2,000

Quarter and half pages pro rata

Leslie's

Illustrated Weekly Newspaper

DON'T be alarmed by Bundscho growth. There's the same old Bundscho touch in Bundscho Typography, and always will be. Bundscho can no more keep his hands off work going through his place than he can let someone else drive his car or play golf for him. You can always count on this sort of faithfulness in a man who has found his work and has a chance to do it



58 EAST WASHINGTON STREET CHICAGO Th

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The Secret of Better Engravings

Understand Your Engraver's Problems, Give Him Enough Time, and You Will Get a Superior Class of Work

By W. Livingston Larned

EVERY person ordering engravings should be made to go into a shop and see how it's done. One visit is not enough. Six trips

would be better.

It would assist the purchaser to avoid mistakes and disappointments that really have nothing to do with the engraver himself. Engraving plants are wide open to callers. Mention the fact that you'd like to see the inside of one, and your engraver will faint for joy. He wants you to get a peep behind the scenes.

The secrets of the dark room, the negative, the mixing of chemicals, the preparation of zinc and copper, dragon's blood and etching

acid, are fascinating.

Many persons seem to have the idea that an engraving is made by wishing the design on a piece of metal. Why not have the boy wait

while it's being done?

On the contrary, the processes of producing, say, line plates, for newspaper reproduction, are as complex as algebra, the income tax rules and compound geometry, all rolled into one.

One little line plate goes through many hands and hazards, before it ever finds its way to the printing

presses.

Copy must be put up before a camera, scaled down to fractions of inches, photographed, put into gelatinized negative form, transferred to polished metal that has been "treated," dusted with a red powder that makes certain portions impervious to acid, bathed in sunlight, for printing purposes, and finally rocked in a tub until the metal that isn't necessary is cut down and out. A hundred things can happen to make the job come out poorly.

It is told of an engraving salesman that when seeing clients, he invariably led off his conversation with some such remark as:

"Now please allow me to explain

what was the matter with that last

plate.'

He knew that a kick was coming and he wanted to clarify the atmosphere in advance before he got down to new business.

As far back as memory carries, the engraver has been a man of sorrow. Nothing that he ever did

was right.

SINS OF OMISSION AND COMMISSION

In the main, we find that complaints against him narrow down to three sins:

His sizes are never correct. He never does the original jus-

tice.

He never fulfills a promise.

We feel quite sure that if an engraver reads these lines he will bob his head emphatically and grin in a sad, reminiscent fashion.

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In well-ordered departments, there is a size-expert; one man, whose official job it is to true-up the sizes of originals before they are sent to the engraver. When he writes his little personal "O.K" in the corner, it means that he has put a steel ruler to the design, on a perfect scaling board, and has found everything above reproach. He is a mathematical shark, not necessarily an artist.

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157

person on earth to whom to entrust the matter of size. He will be seven times conscientious and

still get it wrong.

The size-man should be a coldblooded sort of individual, with a head full of line rules and square inches. He'd rather find a mistake than not.

Ordinary rulers and drawing boards should not be relied upon. Rulers should be tested and of steel. The correct board for squaring-up purposes is of special wood and bound with metal. It can't warp or play tricks on you.

If an original drawing is given to the engraver, measuring, say, sixteen inches by nineteen and three-quarters, and if the desired engraving size is eight by ten, no engraver, short of one with magic at his elbow and a rubber camera, can produce a plate according to instructions. He can make it exactly eight in width, but the depth will be off just so many fractions of inches. Or he can give you a ten inch depth, but the width will be off.

An engraver recently told the writer that not one original drawing or piece of copy in ten was sent to him correctly scaled.

And in many cases, the design is of strictly square. The camera not strictly square. can't straighten out these defects. It can only reproduce the propor-

tionate sizes it is given.

An advertising agency, many times bitten and therefore twice shy, has settled upon a printed sticker, which is attached to all copy. It reads:

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Then there is complaint number two. The engraver never does the original justice. Here again, be can't give you what was not there in the first place. Look for errors in your own camp before going afield. The number of stupid things that are done to copy by artists themselves is well nigh incredible.

The most common of these is

making designs entirely too large. It seems to have become a fad to lay out a picture that is to be reduced to one or two column size. so large that it will go on a twenty-thirty sheet of drawing paper. If cardboard came in larger sizes, artists would probably make them bigger still.

As a consequence, the design that makes a handsome appearance on the full sheet, is a terrific disappointment when it is engraved. The lines or details have congested, "run-together," filled in.

You can't blame the engraver As a general thing, for this. drawings for reproduction should not be made much more than twice the size. This applies more particularly to line engravings. More leeway is permissible in the case of half tones, although even here, a great reduction is more than apt to bring disillusionment. Some of the most successful newspaper work executed today is made actual size-no reduction whatsoever. You get what is there-every line of it, every value, every shade and tone.

It would be an injustice to ask artists to make all drawings same size, but it can and should be done where conditions justify it. A very fair proportion of the disappointments that develop arise from this one error of judgment. Too much, perhaps has been put into a space that will not stand it in the

Again, artists have a bad habit of injecting suggestion of color into original wash drawings that are to be reduced in black and These added touches make white. the design "look fine," but they are a serious handicap to any engraver.

As an example, if a flesh tint of red is washed over the faces of figures in an illustration that is to be reproduced in black and white, the red, even in a tint, comes out too strong in proportion to the

surrounding shades.

Distemper, which is color mixed with white, is a treacherous medium where the artist does not know exactly what he is doing. The very presence of white in the pigment seems to confuse the

printi issues The '

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Do you know of any other newspaper in a city of less than 150,000 that carries as many want ads as

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THE DES MOINES REGISTER

In August the Register averaged 29 columns of want ads every week day 56 columns of want ads every Sunday

printing a total of 35,962 separate want ads in 31 issues. In addition, The Register's evening edition, The Tribune, carried 27,354 want ads in 26 issues.

The Register regularly prints more want ads than any two other newspapers in Des Moines or Iowa.

The Register carries more farm land advertising than any other newspaper in America

The Register and Tribune charge adequate rates for want ads and make no special inducements of any sort to secure this business.

The dominant position of The Des Moines Register and Tribune as want ad mediums proves the superior result producing power of their advertising columns both display and classified.

DES MOINES REGISTER AND TRIBUNE

MORNING

EVENING

SUNDAY

107,157 DAILY

71,963 SUNDAY

(August Not Pald Averages)

Marriage Audit Burrage of Circulations



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NEW YORK



DETROIT MICHIGAN



Leslie's Illustrated Weekly Newspaper

Published by the LESSAN-JUDGE COMPARY 200 FMM Avenue, New York City

SATURDAY, SEPTEMBER IJ, 1919 No. 3346

A Welcome from Great Britain's Rulers



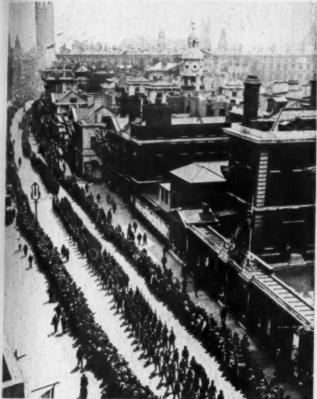
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making designs entirely too large. It seems to have become a fad to lay out a picture that is to be reduced to one or two column size, so large that it will go on a twenty-thirty sheet of drawing paper. If cardboard came in larger sizes, artists would probably make them bigger still.

As a consequence, the design that makes a handsome appearance on the full sheet, is a terrific disappointment when it is engraved. The lines or details have congested, "run-together," filled in

You can't blame the engraver for this. As a general thing, drawings for reproduction should not be made much more than twice the size. This applies more particularly to line engravings. More leeway is permissible in the case of half tones, although even here, a great reduction is more than apt to bring disillusionment. Some of the most successful newspaper work executed today is made actual size—no reduction whatsoever. You get what is there-every line of it, every value, every shade and tone.

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It would be an injustice to ask artists to make all drawings same size, but it can and should be done where conditions justify it. A very fair proportion of the disappointments that develop arise from this one error of judgment. Too much, perhaps has been put into a space that will not stand it in the reduction.

Again, artists have a bad habit of injecting suggestion of color into original wash drawings that are to be reduced in black and white. These added touches make the design "look fine," but they are a serious handicap to any engraver,

As an example, if a flesh tint of red is washed over the faces of figures in an illustration that is to be reproduced in black and white, the red, even in a tint, comes out too strong in proportion to the

surrounding shades.

Distemper, which is color mixed with white, is a treacherous medium where the artist does not know exactly what he is doing. The very presence of white in the pigment seems to confuse the

Do you know of any other newspaper in a city of less than 150,000 that carries as many want ads as

THE DES MOINES REGISTER

In August the Register averaged 29 columns of want ads every week day 56 columns of want ads every Sunday

printing a total of 35,962 separate want ads in 31 issues. In addition, The Register's evening edition, The Tribune, carried 27,354 want ads in 26 issues.

The Register regularly prints more want ads than any two other newspapers in Des Moines or Iowa.

The Register carries more farm land advertising than any other newspaper in America

The Register and Tribune charge adequate rates for want ads and make no special inducements of any sort to secure this business.

The dominant position of The Des Moines Register and Tribune as want ad mediums proves the superior result producing power of their advertising columns both display and classified.

DES MOINES REGISTER AND TRIBUNE

MORNING

EVENING

SUNDAY

107,157 DAILY

71,963 SUNDAY

(August Net Paid Averages)

Member Audit Bureau of Circulations



VENUS PENCILS

The Largest Selling Quality Pencil in the World

THE different departments of your advertising plant can be fitted with a VENUS as a pea fits its pod.

17 black degrees 6B softest to 9H hardest and 3 copying

Each Perfect for its Purpose

Try them out this way:

The executives

B and HB
The copy room
5B and 4B
The stenogra-

phic force
3B and 2B

The art department.

6B to 2H

02 10 211

A Venus Pencil

will help each member of your staff do quicker, easier, better work. At all stationers and

At all stationers a stores throughout the world.

American Lead Pencil Co.
203 Fifth Avenue New York

and Clapton, London, Eng.

camera. Tones become lighter than intended. This is sometimes overcome by mixing a small quantity of sepia with the white and black, but at best, it is a medium that should be used only by men who know the reproductive possibilities.

A greasy thumb mark on a halftone drawing is liable to reproduce. Scratches resulting from careless handling will show up.

When white is employed, it should be clean white. White, yellowed from age, will reproduce meatisfactorily. Yellow, green and red intensify when photographed.

But of equal importance is the element of time. Engraving is an exacting, finicky job. It is influenced by weather conditions. Sunshine is needed. Artificial lights often fail to give satisfactory results.

It would be interesting to compile records and show what proportion of jobs sent to engravers are not wanted in a hurry. "Rush" has been put into 2 rubber stamp by people ordering engravings.

And this is a subject which interlinks with the last of our three problems. A good plate can not be turned out in a hurry, any more than you can build a perfect edifice in a hurry or cook a dinner at twentieth century speed.

We have already mentioned that the engraving art—and it is a very fine art, too—is beset by pitfalls and mechanical difficulties. The wonder is that engravers have as satisfactory results as they do, in view of the everlasting haste bugaboo that is shot at them verbally and by telephone.

"Here is a job of plate-making," says the executive ordering the work, "but we must have it by tomorrow noon."

"We need more time than that to do a bang-up job," pleads the engraver.

"Now don't talk like that," is the answer. "We have to catch our insertions. That's the lat minute. Remember now—on the dot! Not a second later or we won't accept it."

While the engraver is an important link in proceedings, he does

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Talk to 5,000 Instead of Five

S END out a salesman tonight, and he may call on five customers tomorrow. But you can send out booklets tonight that will reach five thousand customers tomorrow.

To insure attractiveness, quality, and economy, use Hammermill Cover for all your direct-by-mail advertising. Samples, showing wide variety of colors, sent on request. Address Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Erie

Pennsylvania

An Exceptional Market

Erie; Pa., a manufacturing City (port on Lake Erie), received millions in war contracts. This brought new money, new plants, new ideas, to an already prosperous territory.

The Federal Government through the U.S. Housing Corporation embarked upon an imposing housing program, covering 78 acres. Not a temporary but two great permanent developments resulted. Waste land was turned into a beautiful park. Modern apartments were erected; hundreds of separate brick houses, each with green yards and hedges. improvements: heating system, electric light, sanitary plumbing, completely appointed bathroom, separate laundry tubs, nicely finished woodwork, door and window screens. The rentals average on the basis of \$5.00 per room. The Government is arranging to sell these model homes to the workers on easy payment plans.

The General Electric Company has developed even a more extensive housing program.

War contracts brought to Eric thousands of skilled mechanics. Many have made Eric their permanent home because of profitable employment and attractive living conditions.

Give a human being more than a living wage, a respectable home, the means and inclination for personal cleanlines—and you do more than anything else to combat Bolshevism and radical restlessness.

Give a human being these living conditions and you attract and develop an exceptional population—a population appreciative of the better things of life—responsive to advertising of good merchandise.

Erie

Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius) 52,000

Through one daily newspaper, the Erie Times, an advertiser can dominate. He can reach practically all of the worth-while families.

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Erie Daily Times

(A. B. C. Member)

Paid Circulation 27,693

Line Rate 6c. flat. Evenings except Sunday.

The Erie Times has 50% more than the combined paid circulations of its two daily competitors and over treble the circulation of either.

The Erie Times is a human institution, established 31 years ago in 1888 and intimately allied with Erie's development. To its credit is an imposing program of civic accomplishment. The future holds even greater things. The Times is indeed a part of Erie itself and it is impossible to consider one without the other.

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Erie (88 miles from Buffalo, 95 miles from Cleveland—and from an advertising standpoint not affected by either)—Erie, offers such an exceptional situation that no national advertiser can afford to overlook it:—a big, concentrated, prosperous, responsive market unquestionably dominated by a single human newspaper—the Erie Daily Times!

This means a market for net profit advertising; one dominant newspaper lowers selling costs. Erie is superior to many larger territories rendered less profitable through divided newspaper competition.

By all means, visit Erie personally if you can. The Times will be glad to extend the hospitality of showing you the city, its industries, wide, well-paved streets, fine homes, many of them mansions, great stores and good merchandise—the extensive civic projects, a great harbor not yet come into its own—and outlying suburbs and rural sections.

The farming includes the average crops of the east central Great Lakes region. Some of the finest vineyards of the east are in the Erie territory.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

15 E. 26th St. H

New York

Harris Trust Bldg. Chicago

Established 1888 dg. Waldheim Bldg. Kansas City

Monadnock Bldg. San Francisco not seem to have been properly assimilated by the advertising melting pot. Like a moral outcast he is telephoned for, kept waiting in the outside office, and then cussed on general principles.

There are advertising departments where this mild man is not considered quite human. He is held at a distance as though he committed some offense against society and must remain on the fringe of it forever after.

The engraver is abused because his limits are not understood and because most people who order engravings do not know the first thing about the trade. Under-stand his problems first; then you will get his hearty co-operation.

Canners Say Licensing Would End Their Careers

"It may be written down as certain," anys the Canning Trade, "that if the licensing of canners is put into force as it was during the war, allowing other aays the Canning Trade, "that if the licensing of canners is put into force as it was during the war, allowing other items to go unrestricted as then, the production of canned foods will be so heavily curtailed through the discontinuance of factory operations by numerous firms, who will refuse to operate under such conditions in times of peace, that canned foods, at least, will soar in price as they have never before. Instead of a reduction in prices in this staple of the American table, the country will see a heavy advance over present prices, and we respectfully submit this to the men who are considering this action.

"There were profits made by the canners during the war, but they were not made on the articles under license. This is proved by the fact that not a few of the canners who packed none other than licensed articles have had to retire from the business this season, financially ruined. Some others received special Government contracts that

financially ruined. Some others re-ceived special Government contracts that ceived special Government contracts that saved the day for them, and the investigators may easily find canners who supplied licensed canned foods to the Government for our boys "over there" at or below cost and some of them at heavy losses, but the profits on other unlicensed articles, or special contracts, brought them through without bankrupting them. This is no sensible action on the part of our Government, and it ahould not be repeated. If attempted, as we have intimated, the canners will close their factories rather than face the loss." the loss.

H. D. Taylor Transferred to Chicago by Batten

Howard D. Taylor has been transfer-red from the New York to the Chicago office of the George Batten Company,

Women As Good Will Builders Between Countries

NEW YORK, Sept. 3, 1919. Editor of PRINTERS' INK:

Is there anything in this suggestion for national advertisers?

for national advertisers?

For the past four years women lare carried on. In England, in France, in Germany—in the United States. Structure to their souls.

Through service women have found their niche in the economic scheme of things. Now the niche will when. They have come to know their European siters as they never knew them before. They have worked beside them, and they have grained by the give-and-take conhave grained g They have worked beside them, and they have gained by the give-and-take contact. Will they ever again be content to go back to the old narrowing life of smaller interests? Will they not long for other opportunities for world friendships? Will they, perhaps, seek new friendships among those fine, cultivated women of South America who have, because of lack of opportunity for contact with our representative women of the contact of the conta with our representative women, so mi-understood us? They have thought us crude, Inhospitable, lacking in conver, Philistines—as having nothing to and so they have sought amusement

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friendships elsewhere.

Now that the ports of Europelosed to pleasure seekers for some to come, will the women of this democratic, hospitable land of ours have become better acquainted with have become better acquainted with European neighbors—open their heart and their doors, their home gates at the doors of their most exclusive club-literary, civic, social—and of their his torical and ancestral societies to their sisters of the Southern hemisphered Will the first a social to see the sisters. Will they find a way cordially to invite the representative women of Soul America to accompany their husband to this country when they come on beness or diplomatic missions in order that we may grow to know each ofte better? And, having invited them, will they take the next step and make the welcome when they do arrive? Will they give them an opportunity to se and enjoy the natural glories of we understood the states? Will they show the that we are not hoodlums; that we know some things about the fine art; the our hotels are not devoid of comfett and lacking in service? Will they make South American women realize that we the representative women of and lacking in service? Will they make South American women realize that we feel an interest in them born of any preciation of their true worth and is desire to know them better; that we realize that ithey have much be give us?

A few charming, fine-spirited women in the leading cities of the United States.

A few charming, fine-spirited women in the leading cities of the United State to which South Americans most frequently come could do much topening the door of understanding between North and South America by reciving both the men and women socially and making them feel at home. The could make worthwhile friendships for the preserve and for their country. The could make worthwate rremany. The themselves and for their country. The could build good will now for farm business between the continents who merchandise is more plentiful and we have a merchant marine sufficient is carry the trade which is sure to case.

EDNA STEVERS

To Farm Advertising Men of America
Who Are Coming to the Convention of
The Associated Advertising Clubs of the
World, New Orleans, September 21-25

MODERN FARMING

The Louisiana - Mississippi Farm Paper

Extends Fraternal Greetings and assures them a hearty welcome to its home city.

Any and all of our facilities for aiding you in your study of farming conditions in this great agricultural domain of Louisiana and Mississippi are at your disposal.

More than four per cent, or one twenty-third of the 1918 agricultural wealth of America was produced in the two states which are covered by our circulation.

Perhaps you will be interested to know more of the market for the distribution of farm necessities and luxuries to the people of this territory who made and spent or invested nearly seven hundred million dollars last year.

The leading planters and farmers of this fabulously fertile region of the Mississippi Delta are included among the forty-odd thousand paid-in-advance subscribers to Modern Farming.

Only one Southern farm paper leads Modern Farming in the volume of tractor advertising carried so far this year (by Washington Press measurement); none other is even a good second. And in general advertising Modern Farming ranks close up with older and better known farm papers of our Southland. But no Southern farm paper is gaining more consistently in prestige from circulation and advertising viewpoint than Modern Farming.

Editorially it is the only farm paper in America devoted to the peculiar needs and interests of the extensive rice, sugar, cotton and trucking interests of its section.

MODERN FARMING

Published Semi-Monthly at 210 Camp St., New Orleans
A. B. GILMORE, Publisher

Represented by E. Katz Special Advertising Agency

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TEVERS.



An Organization of genuinely good Farm Papers, thoroughly representative of America's Agricultura and approved. Editorial policies and practices ablest and best. Banded together in a law sous whole, broadest aspect, making it easier for the Publisher, Advertising Agent and Advertise to more intell business interests of the City with the business interests of the Farm in a better understands community of the Farmer and the Selling Power of the Farm Paper. Remember, it's "Safest to Use the Advertising Community of the Paper in the New Colone Advertising the first the Community of the New Colone Advertising the first the Colone Advertising the Colone Advertisin OUR EXHIBIT at the New Orleans Advertising Convention of the Associated Advertising to of the desirability of the Farm Field, as a favorable business prospect.

OUR SPEAKERS' BUREAU will supply able inspirational speakers on business-community at the subject state and National influence, some of them holding important positions of public trust, itself that belie tion of purpose, united action in every endeavor—these men are back of and supporting the kertedly the We have some interesting literature. It's yours for the asking.

AGRICULTURAL PUBISHE

Frank B. Whits, maging I

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76 WEST MONROE STRE, CHIC



nerial deficultural interests and covering the United States like a blanket. Circulations audited a law was whole, with a constructive plan of action for the betterment of all business in its iser is more intelligently and satisfactorily do business together and with each other. Uniting the states ommunity needs; emphasizing the golden opportunity of the Farm Market—the Buying Power Use to the state of th

ertisis to of the World, September 22-25, will visualize our activities and splendidly express the

ity at the subjects by special arrangement. You should know more about the splendid men of ast, it is that believe in working together—co-operation for the betterment of all business, co-ordinating in trartedly the activities of this Association.

UBISHERS ASSOCIATION

White, maging Director

STRIT, CHICAGO, ILLINOIS





PRINCESS Cover is not too expensive a cover for you to use.

Comparing it, as an effective advertising medium, with ordinary cover paper, the price is negligible. It combines the desirable qualities of durability, with a substantial, solid-looking texture and finish. For direct commercial advertising, Princess Cover is a reliable basis on which to claim attention.

PRINCESS Cover stock has been carefully developed to meet the demand for a firm, strong cover for trade catalogs, booklets and envelope stuffers. It will prove to be a reliable spokesman for important business literature. The whole impression conveyed is one of dignity, sound and reliable judgment. It will pay you to create exactly this impression on the pròspective buyer.

Send for sheets for dummy purposes, or the Princess Sample Book. Our latest copy of "XTRA," Dexter's well-known, unique house-organ, will be included.

MADE IN TWELVE COLORS AND WHITE

C. H. DEXTER & SONS, Inc.

Windsor Locks, Conn.

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Reprintant London.

Advertising Activity in France

Some Notes on Media and Advice to Advertisers

By Geo. Lange

WE ARE undoubtedly waking up on my side of the Channel! And it is high time we should. More than in any other country involved in the great war, the advertising conditions have been considerably affected in France. Paper restrictions, by reducing the journals to just a single sheet. simultaneously had naturally brought publicity to practically nothing and the rates advanced to fabulous figures—i.e., £2 8s. per line, approximately £24 an inch! Please do not smile, I am giving you facts.

The increase of rates was carried out with a charming ensemble, even by papers which did not increase their circulation. state of affairs was not encouraging to advertisers, and was only accepted by those who could not afford to live without publicity and who simply proportionately increased the price of their com-

modities.

Now that commercial life is starting afresh, these unusual conditions will probably be altered, especially when the papers again print four, six and eight pages,

as before

The local provincial press has also to be taken into consideration for a publicity campaign by those who choose to cover the ground gradually by districts, and cannot a large appropriation. There again a very careful choice has to be made, and only a reliable professional agent, a Frenchman, could prevent wrong investments.

The technical papers were, be-fore the war, if not non-existent, at least greatly inferior to the English and American trade papers. Things have much changed since then and such media have been created by the score. Some even

are doing well.

What it is important to state is that the general conditions of publicity have been totally modified for the better since 1916.

There has been a general illfeeling towards what was called "The Big Trust," or "Syndicate of the Five Great Papers.

One spoke then-and I confess to having joined in the chorusto having joined in the chorus—about nothing less than "slavery," "compulsion," "bon plaisir" and "strangulation!" This trust was on the verge of swallowing up every man in the profession! It appeared that its laws would be supreme, agents were to submit

or disappear!

We tried, then, to leave "the five" (as we call them) and 300 provincial papers farmed by the Trust, out of our appropriations, preferring to make use of what were considered "free" media. Today I am pleased to acknowledge that all the papers can be more or less considered as "free"; the advertising agencies being at liberty to deal either direct, or with the Societé Générale des Annonces or with the Syndicate, according to the advertiser's interest and so as to benefit by the better rates.

The new management of the Trust, fortunately, does not now state, as it did once to me: "You must advertise in the combination of five papers, or your copy will not be inserted, should you only select one or two of the group!" Did one ever hear about such amazing "anti-business" talk? What we have to be thankful

for, in France, to the aforementioned organization—and the whole profession appreciates it—is the big effort displayed to commercialize and rule publicity generally, to prevent the exaggerated rebates of commission, which ruined the trade, and last but not least, to discard once for all many so-called agents, who had turned the advertising business into a "refuge

Reprinted from the Advertising World,

for the incapable," with no care whatever for results.

Another pleasing feature worth mentioning is that the sort of hold by neutral or other capital upon certain agencies is now a thing of the past, and the whole of French publicity is to-day thor-

oughly French.

The only drawback is the ridiculous fashion in which the setting of display is presented by the dailies. The latter have not yet understood the advantages of devoting two columns on every page to advertising space and are still grouping it on the last page in a "patchwork" style of the worst effect. It somewhat reminds one of a concentration camp for Boches!

After fighting this state of things for twenty years, I may hope to see it altered—some day!

To conclude, I must again state that the British advertisers simply invite failure should they not seek advice from French experts regarding the choice of media and copy. An academic translation of English copy into French has a 75 per cent chance of being a loser.

I do not, by this, pretend that the distribution of a continental budget might not be undertaken by a good English advertising agency. I emphasize that, however well acquainted the latter might be with the Continental mentality, the results will not, nay! cannot, be anything like those obtained by the advertiser who chooses a reliable French adviser to direct his home agency, select the media, and write the copy. Many large firms, which have acted on these principles, willingly acknowledge that the fees paid for the "services" of their advisers showed an economy at the finish, owing to the fine results achieved.

The capacity of the French market is certainly considerable. Manufacture the goods which are wanted, take into consideration the "other party's point of view" more than Britishers used to do, and there will be a large export

trade for your goods.

The cost of publicity on the French side is much higher than

anywhere else, but if wisely distributed it pays. If you doubt my word, ask those large firms which have made good on the Continent, and if this does not suffice, think about the German exports before the war and draw your own conclusions.

Chicago Printers Settle Wage Difficulty

The wage controversy between the employing printers and the printing trades unions in Chicago has been adjusted.

The scale committee representing the Franklin Typothete of Chicago and to joint scale committee representing the Typographical, Pressmen's Bookinders' and Paper Cutters' Unions, have entered into an agreement supplement to that of February. The agreement provides that the wage scales of all the journeymen members of the unions, whose scales are \$30 and above, shall be increased \$5 per week of 48 hour, and those whose scales are below \$10 shall be increased \$5.50.

It further is sgreed that at the due of subsequent six months' periods wage may be increased or decreased to follow the cost of living, but no decreased the cost of living, but no decrease shall reduce them below the scales at forth in the agreement at the date of

its becoming effective.

Price and Flavor Have Same Virtue

The ability to put the price of in gum in the same category with the saw of the gum is a Wrigley achievement, acording to newspaper advertisement. These advertisements assumed that

rhese advertisements assumed us the reader had some knowledge of the profiteer, hence the statements: "Five cents a package before the

war.
"Five cents a package during the war.

"And five cents a package now."

These statements were followed by a new and modified slogan: "The fave lasts, so does the price."

Chicago Agency Additions

Additions to the copy staff of Surrum, Thomsen & Bennett, Inc., of Coago, are Wendell Walker, formerly advertising manager of the Wasder Communifacturer of "Ovaltine," and H. M. Legler, who recently resigned as also and advertising manager of the Opes Court Publishing Co., both of Chicago.

Hatcher at Little Rock

M. S. Hatcher, who was recently win Montgomery Ward & Co., Chicage, ha been made manager of the new callogue and advertising department of the Doyle-Kidd Dry Goods Co., Links Rock, Ark

Advertising to Boys and Girls



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—and it's boys and girls that make homes and families -is merely another highly effective way



of stimulating an active consumerdemand that gets quick action on the family pocketbook-result-proved.

The total circulation of the eight publications in the boy-and-girl field is 1,850,000, of which the three papers comprising COOK'S WEEKLY TRIO, provide 945,000 -over half. Six national advertisers, by their recent contracts with us, have shown their anxiety to reach all the available boys and girls,-to cover the field 100%.

THE TRIO publications can be used singly or combined to directly reach either the boys or the girls, or both; to cover either field intensively or collectively, and always RESULTFULLY.

The 1919 August Issues were the largest in the advertising history of the papers, with a gain over last August of 300%.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY B. FARMILOB, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York Chas. H. Shattuck, People's Gas Building, Chicago Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Graffco PRODUCTS

VISE SIGNALS VISE





VISE INDEX TABS



VISE SIGNALS

Indicate instantly just where to find desired data in card files. Attach easily to cards and do not fall off. Made of nickeled steel, handsomely enameled, each in one of 12 bright colors. Used in over 50 departments of U. S. Government and by many business houses. Samples free.

VISE CLIPS

Have a patented steel tongue with an everlasting double grip. Hold 2 to 60 papers firmly, safe from loss, rust, fraying, tearing or mutilation by sharp points. Three sizes. Cut shows medium. Give tone and dignity to stationery. Samples free.

VISE INDEX TABS

Great time-and-trouble savers when used on bound books, ledgers, etc. Show at once page wanted and prevent fumbling. Take either pen or pencil. Have washable, celluloid faces. Many handsome styles.

> Write today for particulars about Graffeo time-saving office devices.

George B. Graff Company 294 Washington Street, Boston, Mass.

Mfrs. of Time-Saving Office Devices

Why Cleveland Tractor Changed Its Name

"Cletrac," the New Name, Cannot Be Used for Other Products The May Be of Questionable Men and Reliability—Little Fuss a Announcing the Change to the Public

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THE Cleveland Tractor has changed its name. It is now the Cletrac. Involved in this change in name are remarkable elements. Not idly was discarded a tractor name so well advertised both in and out of the fam field. The cash value of a name thus established is everywhere acknowledged.

It had additional important, undoubtedly, in this particular case, because in these early days of tractors scores of manufactures are striving for the advantage accruing to the kinds first advertised permanently into the public consciousness.

The use of a geographical name has plenty of precedents throughout the farm machinery field, as it has in other lines. Apparently, is naming this tank-type tractor the Cleveland—the city where manufactured and also the company name—the management was pursuing a safe course. There are several other tractors now being advertised which bear geographi-The Moline, manucal names. factured at Moline, Ill., and the Twin City, produced by the Minneapolis Steel and Machinery Co., are two well known cases. Then there are the La Crosse and the and doubtless Illinois tractors. others.

The Cleveland Tractor Campany, however, found challenging objections to the geographical name. The management ultimately took the view that, though temporary handicaps would have to be contended with, it would put to change the name to a better one, more distinctive and at the same time a name that could be protected.

"Of course, if we could be sure that everyone else who used the

ONE MILLION MEMBERS

By American Legion Day, November 11, 1919

Is the goal of the national drive September 15th to 20th for members

Every one of the million will be a part owner and subscriber to

The American Legion Weekly

Official magazine of the national organization of America's Veterans of the World War

Owned exclusively by the AMERICAN LEGION. Present membership more than 400,000. Over 40,000 new members enrolled weekly.

PERSHING'S MESSAGE TO THE LEGION

THEODORE ROOSEVELT, New York City

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It gives me much pleasure to extend to the American Legion my hearty good wishes for success on the occasion of the first issue of the official paper of the society of veterans of the great war. The Legion is destined to be of tremendous value in fostering the ideals and purposes for which we fought, and in spreading among our people the lessons learned in

the war.

The American Legion Weekly, as the medium of communication throughout the country, will more closely unite the already strong bonds of comradeship among the members.

I predict a most useful future for the Legion and the loyal support of all for the new Weekly.

PERSHING.

teed circulation over 150,000 copies weekly.

Present guaran-

Actual weekly increase over 25,000 paid subscribers.

Rate until October 3rd fifty cents per line.

Effective October 10th issue one dollar per line flat up to and including December 26th issue.

Two color prices on request.

THE FOLLOWING NATIONAL ADVERTISERS NOW USE THE AMERICAN LEGION WEEKLY:

Ever-Ready Safety Razor Co. American Chicle Co. American Telephone & Tele-Gem Safety Razor Co. graph Co. Autocar Co. Barrett Co.

Boston Garter Colgate's Congoleum Converse Rubber Co. Dayton Rubber Co. Van Camp Packing Co. Guaranty Trust Co. "Newskin" Packard Motor Car Co. Quaker Oats Pepsodent

Ridgway Teas Standard Oil Co. United States Rubber Co. Hornblower & Weeks

AMERICAN LEGION WEEKLY

19 West 44th Street - New York, N.Y.

An Open Letter to

John Spacebuyer, Every Agency Everywhere.

Dear Sir:

When some enterprising Newspaper Manager or Special Representative circularizes you with elaborate broadsides of half trutts or attractive phrases having no truth—do you "bite," or do you say "show me."

Isn't the use of a Newspaper by local advertisers the best measure of its effectiveness—the best proof that it is the best medium for you to use?

Here is what an army of advertisers did during June, July and a carried August in our town, Worcester:

Home Folks used space in

Week day editions of the TELEGRAM..1,879,472 lines Sunday " " " 820,183 lines

Total TELEGRAM . . 2,699,655 lines

In addition to the foregoing 126,000 lines of Home Folks advertising were published in the TELEGRAM'S Peace Edition July 3lst.

Other advertising in the Telegram and the Gazette brought the total for three months to

The Worcester TELEGRAM 3,245,886 lines Worcester's Second Paper 1,996,725 lines

The total number of advertisements published in these Worcester newspapers during June, July and August is 146,953, of which 76% were placed in the TELEGRAM and 24% in the Gazette.

That you may form a mental picture of the TELEGRAM by comparison with newspapers with which you may be more familiar.

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Worces N. Y. Brookly N. Y. N. Y. N. Y. N. Y.

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we quote from records published by The Advertising Age giving volume of advertising published by leading American newspapers in the first six months of 1919.

In Relation to BOSTON Newspapers

The	WORC	ESTER	TE	LEGRAM	[.5,718,053	lines
86	Boston	Post				 	 .5,367,706	lines
46	Boston	Herald	and	Traveler.		 	 .4,073,940	lines

In Relation to NEW YORK Newspapers

Worcester TELEGRAM. 5,718,053	N. Y. Eve. Telegram4,624,923
N. Y. American5,009,058	N. Y. Eve. World3,677,689
Brooklyn Eagle5,506,800 N. Y. Eve. Journal4,705,690	N. Y. Eve. Globe3,677,689 N. Y. Herald4,181,960
N. Y. Eve. Mail2,193,711	Bklyn. Standard Union3,396,749
N. Y. Eve. Post2,166,794	New York Sun2,870,030
N. Y. Eve. Sun3,858,879	New York Tribune3,567,220

Only two New York newspapers, the TIMES and the WORLD (uly and carried more advertising than the WORCESTER TELEGRAM.

The WORCESTER TELEGRAM in one day prints more advertising than any other newspaper in New England—every line authorized and not a line of complimentary, unauthorized or "stretched" advertising. That kind is relied upon by some Newspaper Managers and Special Representatives to mislead space-buyers a hundred or more miles away—though it doesn't influence those near enough to know.

Who are right in their choice—the 2% who buy without first-hand knowledge of local conditions or the 98% who are our neighbors—home folks?

Your truly,

THE WORCESTER TELEGRAM,

Austin P. Cristy, Publisher.

line Bloom Inc

Representative

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Chicago

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Boston

word Cleveland would produce high grade merchandise which would add to the lustre of the name, it would be a different story," said G. B. Sharpe, assistant general sales manager. "But we have no such guarantee with a geographical name like Cleveland, while the name 'Cletrac' can be absolutely protected.

"We realized that in abandoning the name which we had spent so much to popularize and adopting the name Cletrac, we were placing ourselves for the time being under a handicap, but we felt that the name Cletrac was so much better than the name Cleveland that we could afford to accept the immediate handicap for the benefit which we believed would accrue to us in the long run."

THE NAME "CLEVELAND" GRADUALLY FADING AWAY

The name-changing process resorted to is not complicated, though calculated to minimize the unfavorable conditions.

"To begin with," explained Mr. we are using in connec-Sharpe. tion with the name Cletrac, the sub-title, 'Tank-Type Tractor,' and in our advertising we are, in most cases, running a line below this in parenthesis in very small size, 'Formerly known as the Cleve-land Tractor.' This line, of course, we will drop after a few months, when the name Cletrac becomes better known, and it is quite probable that we will eventually drop the sub-title, Tank-Type Tractor, and simply call our machine the Cletrae. In fact, that is our goal at the present time."

Farmers are everywhere curious about the change in name, and it is good policy to tell them something about it. The Cleveland Tractor Company distributes a booklet in answer to advertisement inquiries, "Selecting Your Tractor." In this booklet, in prominent position, an explanation of the name change is presented.

It is stated that only the name is new; that the Cletrac tractor, except for late improvements, is

exactly the same as the old Cleve-It is stated that with the land. enormous growth of the Cleveland tractor business, the company felt the need of a more distinctive name-a name which they could use exclusively.

"All the name 'Cleveland' has come to mean in tractor construction and performance." the explanation concludes, "the Cletrac stands for and more. It's a happy combination, suggesting not only the old name but as well the distinctive track. The new name protects our interests. The tractor on which that name is stencilled will protect yours."

A Public Service Corporation Advertises for Co-operation

Advertisements of the Kansas City Railways Company indicate a desire to

Railways Company indicate a desire to accommodate the car-rider.

In several recent advertisements an explanation of the company's reason for collecting only a seven-cent fare after August 20, when it is allowed to collect eight cents, are given.

The company, realizing the difficulties arising from the odd amount of moser, has given in its advertisement the name and addresses of cigar, drug stores, and other establishments where tickets may be bought, and a reduction in price that

other establishments where tickets may be bought, and a reduction in price that varies with the number of tickets puchased, may be obtained.

The street car company, in giving this information, states that it should like to have all its patrons purchase tickets; for the advertisement explains, "it means a saving of money and time to them and will greatly assist in expediting traffic in that it means faster loading, particularly in the downtown district." larly in the downtown district

A Medium Which Does Not "Extortionate

An Oriental paper having an English section printed the following notice: "The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder commit, we hear of and tell it. Do a mighty chief die, we publish it and in borders somether. Staff has each one been colleged and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements."—
Everybody's Magazine.

Junior Advertising Club Will Resume Activities

The Junior Advertising Club of New York will open its fall season at I New York Advertising Club on S tember 12.

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QUIET

HYATT Haven't you too, noticed that you seldom see the word "Quiet" without immediately thinking of "Hyatt Quiet?" A genuinely quiet bearing and distinctive advertising has accomplished this. Campbell-Ewald Company has prepared Hyatt Advertising for the past eight years. In fact, ever since the Hyatt Roller Bearing Company decided to tell the whole world that Hyatts are Quiet.

CAMPBELL-EWALD COMPANY

National Advertising

CHICAGO

to the Womann t

Have you a household commodity on which wish to wish to create a greater consumer demand?

Whether it is desired to open new fields by product for each thousand population, the looking and Company can be of especial value to you.

By looking at the products shown here you can readily see that of the several departments upon which we are specializing household appliances are among the leater. We shall be glad to extend the same type of service that has helped these manufacturers to others who

> Engman Matthews Range Allmur Electric Stove Indestructo Hamper

Lamport MDona Advision J.M.S. Buildingouth E

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Who Are Rotarians?

¶ To determine a man's character it is well to know who his associates are—and the value of an advertising medium is best determined by the caliber of its subscribers.

¶ THE ROTARIAN, the official publication of the International Association of Rotary Clubs, has a circulation of 45,-000. The BUYING POWER of this circulation may be better appreciated by knowing the necessary qualifications to membership in a Rotary Club.

¶ An applicant must be the owner of a business—a partner in a firm—an officer in a corporation—the local manager of a foreign corporation or a professional man. He must be

above reproach morally and of a high credit standing. He must be able to subscribe to the Rotary Code of Ethics and the Rotary motto "He Profits Most Who Serves Best." He must be a leader in his line.

The circulation of THE ROTARIAN being composed of these 45,000 leaders in 550 principal cities, all possessing the qualifications above described, it will be readily appreciated that this magazine represents unusual BUYING POWER.

¶ Advertising rates will be advanced 20% January 1st, 1920. Contracts received prior to that date will be accepted at present rates.

ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

CHICAGO

Eastern Representative
WELLS W. CONSTANTINE
31 East 17th St., New York

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Member Audit Bureau of Circulations

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The Salesman Who Oversells Himself

A Few Remarks Concerning the Danger That Accompanies Perverted Salesmanship

By G. F. Reilly

IN almost every periodical that I pick up I find an "If-I-Were" article. A majority of the people who work or play upon this pretty little planet appear to have the idea that if they were in other people's places they would be able to improve upon the other people's ways of doing things. The man who is bossed is fond of telling the bosses what he would do if he were a boss, and the man who is bossing likes to let those who are bossed know how he would conduct himself if he were one of them.

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Wherever a bad man is in public office you will find a superior salesman whose ability has been misdirected. Whenever an army is defeated because of poor gen-eralship, some man has sold himself for a higher price than he is worth. When a worthless book is published-a book that fails to bring profit to the publisher-an investigation will show that somebody has been too successful as a salesman. Poor illustrations and inferior copy get into advertisements owing to the persuasive powers of salesmen who have imposed upon the purchasers, not always deliberately, but always unfortunately. Business failures often are due to the ability of certain individuals to sell themselves for more than they are worth. Presidents, managing directors and other executives are sometimes chosen, not because they have exhibited extraordinary executive abilities, but because they are able to sell that which they do

"If I were the greatest salesman in the world" I might be able to get \$10 a word for the stuff I write, and that would be unfortunate, not for me, but for others who write, because I should have to write a great deal more than

not possess.

I am writing now. In order to keep up with the demand for my stuff, I would have to dictate it, being concerned with the quantity that I produced and not with the quality. Other writers, lacking salesmanship, would be crowded out of the market. Their good stuff would remain unprinted because of my ability to sell any old thing, and the public would be fooled into supposing that because I got record prices for my banalities they must be pearls of wisdom. It might remain for another generation to discover the ridiculous character of my work, as it has remained for this generation to find out about the absurdities that, because of perverted salesmanship, were accepted by the mid-Vic-torians as literature. You can see how public misfortune may come through good salesmanship that goes wrong.

A GOOD SALESMAN, BUT NO MANAGER

"May I not" refer to a few specific instances that will help to indicate the point I am endeavoring to sharpen? A few years ago there was in Chicago a business concern that had for a long time been existing precariously. It had some loyal friends, but there were not enough of them to give it the support it needed. Another concern of the same kind was doing a tremendously profitable business, which had been built up and established securely before there was any opposition. One day the manager of the successful concern went to a number of wealthy men and told, them that if they would hand him the necessary amount of money he would buy the unsuccessful concern and make it successful.

Because of his ability as a salesman he induced the capitalists to

believe that he had made the successful concern successful, whereas it had been made a great success long before his connection with it began. Undoubtedly the capitalists knew his, but the manager, by reason of his ability to sell himself, caused them to forget or to ignore the fact. Also he induced them to believe that he would be able to take away most of the successful concern's business, just as one might pocket a handful of diamonds and walk away with them. They subscribed the money the manager wanted and then, when he had bought the concern that had been struggling along unsuccessfully, they began watching eagerly to see him build it up at the expense of its successful rival. No such thing came to pass. The successful concern went on successfully and the one that had been unsuccessful went from bad to worse. Finally it died, because of mismanagement, and the gentlemen who had listened to the persuasive eloquence of the manager, who, instead of managing, ought to have been selling something better than himself, got nothing, more than painful recollections in return for the money they had invested.

ANOTHER CASE OF OVERSELLING

In Cleveland, about ten years ago, a number of men who had been connected with a big manufacturing company organized a company of their own and began the manufacture of certain steel products. They chose for general manager a man to whom one of the directors objected. He had no faith in the man's ability, but he could not persuade the others to The general accept his view. manager had sold himself to them, and for three years they persisted in attributing to other causes than mismanagement the company's failure to make any headway. Be-coming desperate, at last, they listened to the director who had been trying to convince them all along that a mistake had been made in the appointment of their general manager. A change was agreed to, and in less than six months after the reorganization

the business was paying. It has been growing ever since. The man who was deposed succeeded in selling himself to another organization, as general manager, and it soon began to show signs of weakness. Eventually it was absorbed by another company.

A number of years ago a fine looking man entered a newspaper office in which I was employed. He was in search of a job, and it took him only about three minutes to sell himself to the manage ing editor. The city editor's desk happened to be available, and the new man was placed in charge of Within twenty-four hours he had shown very clearly that he was not a city editor, but, being a good salesman, he was able to re-sell himself day after day for six months. The "old man" would not believe that the disorganization in the city department was due to any shortcomings on the part of his city editor. At last a flagrant blunder by the salesman who was not an editor brought matters to a climax, and he had to go.

'If I were" at the head of any business that was not making such progress as it ought to make, I would endeavor to find out whether the circumstance might not be due to perverted salesmanship somewhere. I would snoop around and try to discover the officials and other employees who were holding their jobs because of their ability to sell themselves and not because of their particular fitness for the work they were doing or trying to In employing men, I would be on my guard, so that no one would have a chance to sell himself into a position that he was not capable of filling profitably or satisfactorily.

You undoubtedly can think of men who are occupying positions that they have no business to be holding. If you will look into their cases you will find that they have abilities as salesmen—abilities that they have demonstrated in selling themselves for more than they are worth. Such men are responsible for many of the troubles that come to other people. They cause better men to lose their

CHARLES EVERETT JOHNSON COMPANY

Advertising Art Service

CHICAGO

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Our staff of artists is not a "paper" staff, made up of eminent names - it is a real staff, made up of eminent men. These men are really here in our studios, not in their own New York studios. They are here because we have provided the conditions which attract and hold such men. Included amongst them, besides CHARLES EVERETT JOHNSON, are such men as Alonzo Kimball, C. Allan Gilbert, Harry L. Timmons, Will Foster, McClelland Barclay, Arthur Henderson, Frank Snapp, George O. Baker and R. F. James.

Changes in Springfield, Ill.

The newspaper situation in Springfield, Ill., has undergone a great change.

The Illinois State Journal now has the lead.

Last May the two morning papers bought and discontinued the evening News-Record. The other morning newspaper then changed to the afternoon field.

This leaves the Illinois State Journal the only morning newspaper in a city of 75,000 people which has always been and is now a morning newspaper field.

Beginning Sept. 15th the State Journal will be published in eight column size.

Rate effective Sept. 15th 4c per agate line flat.

23,500 net paid circulation guaranteed. Member A. B. C.

National Advertising Representatives

CHAS. H. EDDY CO. New York Boston Chicago jobs; they add to the difficulties of department managers; they arresponsible for expensive mistakes, and in many other ways they are "condemned nuisances."

"and in many other ways they are "condemned nuisances."
"If I were" asked to explain why the world is full of people who ought to be doing better than they are able to do, while others are picking plums that they never have earned the right to pick, I should say it was because of the tendency that most of us have to be imposed upon by salesmen who are able to over-sell themselves. A good salesman who has something good to sell is worthy of all encouragement; but perverted salesmanship is a danger that extends from the corner grocery to the office of the postmaster general.

"Telephone Engineer" Changes Ownership

The Telephone Engineer, which has been published by the Electricity Magnine Corporation, Chicago, was puchased on August 1 by the Telephone Engineer Co., of which organization H. B. McMeal is president and tracturer, and Joseph M. Graffis is vierpresident and advertising manager.

Biddle Motor Campaign by Atlas Agency

A national advertising campaign in which magazines, newspapers and trade papers will be employed, of the Bidde Motor Car Company, Philadelphia, will be undertaken immediately by the Atlas Advertising Agency, Inc., New York, which organization recently detained the account.

Newburn, Sales Manager, Parker Motor Truck

C. C. Newburn has been made assistant sales manager of the Packer Motor Truck Co., Milwaukee. He was formerly associated with the Service Motor Truck Company, Wabash, Indiamond T. Motor Car Company, Cicago, and Panhard Motor Company, Grand Haven, Mich.

Advertising for the Samson Tractor

Direct advertising matter in behild of the Samson Tractor Ca., of Janewille, Wis., is being sent out by the Chicago office of the George Batter Ca. Inc. Another campaign for the Senon tractor also is being planted by Batten, who recently secured this arcount.

Ho1

T E PRI

J. H.

How's this for <u>experience</u> in photo-engraving?

MR. TRYON

Mr. Grotz

more than 45 years in Engraving; 16 in Color Work exclusively.

-more than 27 years exclusively in Color Work.

These men are owners of the Trichromatic Engraving Co.

THIS wealth of intimate technical knowledge and skill is of value to you, for no color-plate leaves the shop of this company before it is "O.K.'d" by one of the owners for faithfulness to the original, and excellence in printing qualities.

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C. J. H. TRYON C. A. GROTZ

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Your industrial motion picture should have guaranteed quality and circulation

BY guaranteed quality we mean Paramount quality.

The quality nationally and internationally proven best from the box office point of view.

By guaranteed circulation we mean Paramount circulation.

The circulation that consists of exhibitions, not bookings.

A guarantee is worth-while only in proportion to the ability of the guarantor to make good.

Famous Players-Lasky Corporation are leaders of the motion picture industry by virtue of Paramount Pictures having made good everywhere.

Let your industrial pictures be Paramount.

Manufacturers who want to know how to exploit their product on the screen will find the subject exhaustively dealt with in our booklet, which will be sent on request.

Address Educational Department



485 Fifth Avenue, Dept. C New York City



Heir fails to prove Will; Tattered Document illegible.

This actually happened.

The will had been folded so often that the cheap paper had given way.

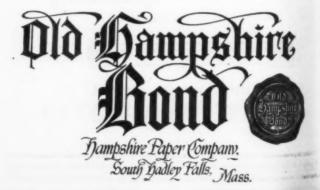
Unusual, you say.

Yes, with wills—but every day thousands of firms are having trouble with other documents.

Contracts, policies, leases, briefs, agreements, applications—every important business paper—ought to be printed on Old Hampshire Bond.

It may cost a few cents per pound more at the start, but it will save many dollars later.

Send for a copy of "The Art of Paper Making." It tells how Old Hampshire Bond is made; and why it is so supremely durable.



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A Decora

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The Place of the Decorative Border in the Advertising Layout

A Decorative Designer Has Something to Say For and Against His Own Business

By A. L. Townsend

"DOESN'T that decorative bor-der detract from the advertiser's message rather than merely embellish and give it tone?" we inquired of a professional designer, who has given his life to a study of period ornamentation, and is considered an authority.

The answer was emphatic.

Yes!

Then why will you artists overdo the thing?" we insisted.

The piece of copy in question was noticeably congested with too much border. The human-interest illustration did not stand the ghost of a show. It was submerged in pen and ink technique of the Louis IV, or Clam Chowder

school of design.

"Why do we overdo it?" said the artist, shrugging his shoulders. Say, where do you get that? We follow instructions. I sometimes think we are paid for being cheerful in the face of too much advice. I am asked to do things that make every artistic hair of my head stand on end. There are certain inflexible rules to follow in ornamental design, as applied to advertising, but I am not always permitted to exercise my knowledge or my better judg-ment. Put a fancy border around this,' they say to me, and proceed to lay out the width and the character and even the quality of pen-

"What do you think of decorative borders as you find them in modern advertising?" we ventured,

as a test question.

"More bad than good," was the prompt answer. There are comparatively few advertising men who understand or appreciate the proper function of the ornamental border. They order a border simply because they think some type and a picture should have something to box it in. I am often asked to draw borders for advertisements that would be very much

better without any at all.

"I am afraid that you fellows have fallen into the habit of thinking that every advertisement must have a decorative border. work is an art unto itself. demands quite as much tact and knowledge as the preparation of a figure composition. There are There are innumerable little niceties of expression, of weight and of design. And only a professional is in a position to judge these matters."

"Well, what's the answer?" we

inquired.

A BORDER DEMANDS EXPERT CARE

"Leaving it to the expert decorative man; allowing him to have free rein; taking him into your confidence and making him feel that he has some of the responsibility. As far as I can make out, the men who have the giving out of advertising art are inclined to be a trifle arbitrary. They design an advertisement from first to last. It is all built according to their set specifications, and I want to tell you that even the best of them fall into a rut. It gets to be a one-man design and composition through every drawing of every campaign.
"If a painting of three people

around an automobile is wanted, do not make up a detail sketch and, turning it over to some competent artist, say, 'Here, finish this up exactly as we have planned it for you. No, you can't do it your way. We want it our way.

Follow copy.

"Artists have creative ability of their own. This applies particularly to color and to composition. It is a dreadful handicap to a talented man to have to poll-parrot some pencil lay-out of an amateur."

"But will you not admit that there must be some basis of operation? The advertiser is compelled to have that first pencil composition sketch, and it is often made in a hurry, under stress of existing circumstances. Moreover, it is built from knowledge of the problem—an inside knowledge which you could not hope or expect to have at your finger tips. The man making the sketch is making it easier for you. He is securing an O. K. on a quite intangible proposition. It's something, you know, to secure that O. K. Only advertising men realize what it means. You are spared long conferences and disagreeable policy debates."

"Where fine border effects are wanted," was the reply, "and the product advertised permits, even demands them, then I think the specialist in borders should be called in at the very inception of the order. He will work in complete sympathy with the service man. He enters upon the task with enthusiasm. He has the feeling that he can do the right thing in the right way.

"I know this policy can be followed, because I have just finished a series for a national advertiser through his advertising agent. The product was a high-grade perfume. The flowers of the months were to be featured in a series of borders. They called me into conference and I submitted six lay-outs. I even designated the placing of the name-plates, blocks of text and main illustration. Everything was in perfect harmony. Nothing jarred. "There are decorative designers

"There are decorative designers just as there are letterers and figure artists. They do just this one thing and spend all their life studying and perfecting themselves. The besetting sin of the average border is its inconsistency. It is a conglomeration of many conflicting units. Borders should not be drawn by inexperienced men, for there are too many people who know what is right and what is wrong. To jumble up in

one border a Queen Anne mosi with Coney Island VII is atrocious advertising. Borders have character and pedigree and breeding.

"Every advertising agency ard department should have its super-designer: a man who knows borders and has enough courage to fight for what he thinks is right. As matters are now, Jim Jones, who designs box labels one minute and paints in a background on a street car the next, is suddenly asked to draw a series of borders.

"Borders in their place and shrewdly designed are wonderful. They can provide atmosphere and dignity and character. They can even give tone to the most prosaic subject. They have been known to surround dull products with a halo of sales glamour. They constitute one of the elements of correct dress. But who would think of dressing a bride in black or a school miss in for furs for an afternoon tea party in August? Many advertisements present effects quite as incongruous.

STRANGE ENOUGH, GOOD BORDERS AREN'T NOTICED

"The most conspicuous fault of the average border is its tendency to detract from far more important elements of the advertisement—from the text and the main illustration. A border should be very much like the child of the old saying—seen and not heard. The moment a border shrieks for attention, it defeats its purpose. Borders should be among those present but not occupying the spot light.

"The most successful border is the one that you seem not to see. It fits in so quietly and naturally and unaffectedly that it does not force its presence. And let me tell you, that is a difficult task to perform.

"There are two classes of ornate borders: one, being constructed of certain elements of the business, carries part of the advertiser's message. For example, if I an advertising cement and want a border of blocks of cement, the I make even my border help tell



The eyes of the entire world are turned toward America in the hope of simulating her wonderful commercial achievements of the past decade. The message of hope which we must carry to the builders of industry abroad is worthy of a better medium of transmission than precedent has provided.

Rothacker Industrial Motion Pictures with their power of revealing business achieve-ment in the living reality of the camera's eye-telling their story in the language that all races and peoples can instantly understand—are already replacing the

methods of a past era.
Produced in the largest laboratorystudio in the world and directed by expert advertising analysts, the industrial motion picture which is identified by the name of Rothacker has much of super-value which is worth your careful consideration. You probably have little idea how eco-

nomically and practically Rothacker Industrial Motion Pictures can serve you. Let us SHOW you—without obligation.

SEND FOR ILLUSTRATED BOOKLET DESCRIBING HOW MOTION PICTURES CAN BE MADE TO ADVERTISE

ROTHACKER FILM MFG. CO.

The Senior Specialists in metion picture advertising

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Watterson R. Rethacker President

1339-51 DIVERSEY PARKWAY, CHICAGO



-the Largest Studio-Laboratory in the World -

In these Days of Man-Scarcity We know of Two Crackerjacks who are available

No. 1

Former president of large American Men's Wearing Apparel house, later of automobile accessory manufacturing concern. Complete business experience. Particsuccessful handling ularly salesmen and advertising. Sold out former interests to go to France where occupied responsible positions with the United States Food Commis-Now back and open for connection. Age considerably under 50. Salary \$10,000 to \$15,000. Can invest capital in business if desired.

No. 2

One of the best private secretaries and business assistants in New York City. Lightning at dictation or on typewriter. Well educated. quiet, lots of tact. Age 35, with wife and family. ary \$4,000.

Our only interest is to serve these gentlemen and the business concerns with whom they may become associated. If interviews desired, address us and we will arrange. Complete confidence observed on all sides.

> H. E. LESAN ADVERTISING AGENCY 440 Fourth Avenue New York City

the story. On the other hand, there are borders that merch bring quiet completeness. They

"What do you consider the true mission of the advertising bor-

der?" we asked.

"A frame for the message," was the response, "nothing more. It's just about what's its name implies. And I'm glad you asked it in that way, because I think I see a conparison, a parallel. Have you ever visited a framing establishment? Have you noticed what a difference there is in frames and in the tastes of people who order then? A \$20,000 painting will sometimes look best in a very simple border. Some customers insist upon much filigree and gold. They look on art as a pure matter of how much they can get for their money. h the shop windows and on the walls of the advertising sections of our magazines, we find this same di-versity, this same expression of good and bad taste.

"There's one other thing. Borders should never be made in a rush. I have known one design to occupy the better part of a week in the making. These per and ink lines move slowly and methodically. It is scientific. Exactness is absolutely necessary. spend weeks rummaging through books in search of fragments of detail. You can't expect to ascure quality if you put a stop watch on the decorative designer. He is constitutionally opposed to that method of working.

Red Cross Lavs Advertising Plans for New Roll Call Campaign

HE American Red Cross is now at work on its advertising and publicity plans for the Third Red Cross Roll Call campaign to begin Nov. 1 and end Nov. 11. Twenty million members and \$15. 000,000 cash are the goals aimed One million volunteer workers will be asked for.

Americanism will be the keynote of the approaching campaign. and emphasis will be laid on the er hand

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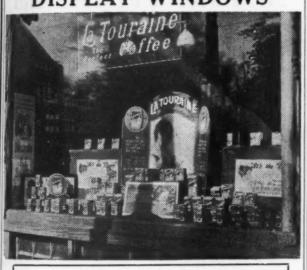
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THE BOSTON AMERICAN FURNISHES DISPLAY WINDOWS



CASH PRIZES are offered every month for the

THREE BEST WINDOWS

of goods advertised in the Boston American. This publicity, supplementing advertising in the

BOSTON AMERICAN

definitely impresses hundreds of thousands of Greater Boston consumers. Furthermore, reproductions of prizewinning windows are printed in the "Link," a monthly publication of the

MERCHANDISING SERVICE DEPARTMENT

Circulation, per issue, as follows:

Blanket Greater Boston! Advertise in the

BOSTON ### AMERICAN

80 Summer St., Boston

Broadway, N. Y. City

Hearst Bldg., Chicago

A Wonderful Opportunity Mr. Advertising Counselor

For your Clients who wish to do business with the SILK MANUFACTURERS and the extensive Auxiliary Mills—Dyers, Finishers, Throwsters, Machinery, etc.

The SILK INDUSTRY has had five years of unprecedented prosperity.

The manufacturers are all expanding to meet the increasing demand for silk both in this country and abroad, and have money to spend.

Our news columns during the past six months reported that

- 98 NEW CONCERNS had entered the field as Silk Manufacturers, Dyers, Finishers, etc.
- 58 NEW MILLS in this line were being constructed.
- 103 NEW ADDITIONS of established plants.
- And MANY who had PURCHASED PROP-ERTY for erecting Mills.

And MANY we failed to report.

It will mean Millions of Dollars to be spent for Equipment, Supplies, etc.

We doubt whether any industry in the world ever showed such activity.

The Field Is Worth Cultivating.

The American Silk Journal

has been the hand book for the trade for 37 years and can give publicity which is valuable.

373 Fourth Avenue

New York

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work of the Home Service Department. This comprises the assistance given to soldiers, sailors, and marines in returning them to their homes; public health nursing, especially in rural communities; programmes for the Junior Red Cross; formation of dietetics classes, and a department of news

and information.

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The advertising matter will include the issuance of 250,000 small text-posters asking for volunteer workers. These will be placed in postoffices, libraries, and other public places. A new scheme of window displays has been worked out and will be described in pamphlets supplied to owners of stores and business buildings. Twenty-four sheet posters will be displayed throughout the country by arrangement with billboard

Co-operation will be invited from women's clubs, also Rotary, Kiwanis, advertising and business clubs; and Boy and Girl Scouts, and similar organizations, will be asked to distribute pledge cards.

Frederic C. Munroe, general manager of the American Red Cross, will direct the campaign, with C. S. Clark, executive secretary, in charge of all details. He will be assisted by Ben B. Hoover. from the publicity department of the U. S. Public Health Service, and William J. Benjamin, from the War Saving Stamps bureau. M. G. Sheitlin, acting director of the publicity department at

Washington, will furnish general news copy and supply general information on newspaper publicity to divisions. W. D. Orcutt will be in charge of the bureau of magazines.

Mrs. O. D. Foster will be in charge of material for class, trade, technical, farm and fraternal papers, house-organs, and similar

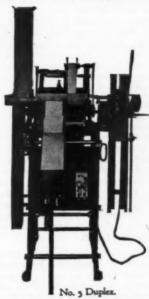
publications.

Harry LeBair, of Sherman & Bryan, Inc., is supervising the preparation of general copy and of newspaper display ads. Frederick L. Wertz is lending advice and counsel on display and outdoor publicity. Art work will be supervised by Ralph Foot of Frank Seaman, Inc.

85%

-Recently, an expert in the publish-ing business remarked that he believed that over 85% of all the publications addressed in the United States were addressed on

The first addressing machine ever produced was manufactured 39 years ago by F. D. Belknap for a publisher. Since that time, the Belknap System has been as necessary to the publish-ing business as a printing press.



The BELKNAP No. 5 Duplez Machine at a continuous speed of 7500 per hour.

1 Addresses the mailer strip.

2 Prints and cuts proof, at no extra ost or labor, in any desired length for binding.

3 Automatically picks out the expiring stencils and files them in separate drawers.

4 Counts and registers the number of subscriptions automatically skip-ping and not counting postal divisions.

RAPID ADDRESSING MACHINE (Q.

Belknap System

32-46 West 23rd Street NEW YORK

Do You Want To Do **Business in Canada?**

On October 1st two experienced men will open an office in Montreal for the purpose of assisting a limited number of manufacturers to get more business from the great market which this country represents.

Instead of acting as mere agents, we plan to study your line carefully, analyze its selling points and possible market for distribution and offer you an unusually efficient, intelligent and personal service.

We are both under 35 years of age, of good appearance and have excellent connections. We have both returned to our former occupations after service overseas, and we have both had some fifteen years' experience in one of the largest manufacturing firms in Canada. We can both furnish the best of business and personal references and, having always lived in Canada, know the country thoroughly.

If you are not adequately represented by a connection in this territory, here is an unusual opportunity, because we know we can build up good-will and more business for you in this unusually good field.

Our terms will interest you quite as much as our service. Please direct your reply to

Box 24, Postal Station "D." Montreal, Canada

"Not Profiteers." Say Atlanta Grocers and Butchers

An Advertising Campaign of la tailers and Wholesalers to Acquaint Public With Some of the Reasons Why Prices Are High-Net Profits of Merchants Shown to Be Low

TLANTA retail grocers and butchers and wholesale grocers have united in a newspaper campaign to show house holders that they are not the profiteers responsible for the him prices of living necessities. This is educational advertising of the kind Printer's Ink has advocated The advertising has been appearing in the three Atlanta papers.

Some of the headlines of the advertisements read as follows: "Take a Sack of Flour: Puzzle-'Profiteer'": the Would You Like to Be a Grocer?" and "It's Service-Not Profits-That Helps to Make High Costs'

The last named advertisement shows how retailers are paying a to 30 per cent more for rent than formerly, 100 per cent more for clerks' wages, 33½ per cent more for electric lighting, 200 to 30 per cent more for paper bugs. trays and cartons and so on all down the line. The copy continues:

We do not and cannot control the on

We do not and cannot control the one of any of these items; we use what is necessary and two pay. If we did not, service would stop and distribution would stop and you, it consumer, would be the suffere. And so, as we said in the omist, is the cost of service you are paying it the increased price and not primit. We have already told you that if do four not profits were taken sum, it decreased cost to you would be majorificant. nificant.

That statement is perfectly true. It would mean we could not live; the distribution to you would cease, as

distribution to you would cease, and that in securing the service you will be compelled to have in order to perfood, you would necessarily key out. Suppose you had to send to the if you for your four, to the dairy for mill to the trucker's for vegetables, to be farmer for potatoes, and to a different other places for each of the items of sential to your pantry and your mile.

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One section of THE FAM-ILY HERALD and WEEKLY STAR is devoted to matters of home interest that attract attention of the women and children.

The other section is devoted to farm and agricultural interests, a diversisfed adjustment of the departments which at once makes THE FAMILY HERALD and WEEKLY STAR the leading farm and home publica-tion in the Dominion of Canada.

Member of A. B. C.

To the manufacturer who is lookfor a large market ing ahead close at hand, rural and farming Canada offers an interesting proposition. In the farming districts particularly, money is plentiful and business never was better. If your merchandise is distributed throughout the small towns and farming districts, grocery stores, drug stores, general stores, etc., in Canada, you need only the assistance of THE FAMILY HERALD and WEEKLY STAR to secure quick and satisfactory sales.

This publication has a circulation

exceeding 150,000 copies, distributed through over 97 per cent of the post offices of the Dominion. Unquestionably the leading weekly publication received in the homes from coast to coast, among the rural and farming classes, who are thrifty and well to do.

THE FAMILY HERALD and WEEKLY STAR is now printed on a new flat size, making it at once the dominant advertising medium to reach the farming and rural districts of English-speaking Canada, at one moderate cost.

If you are planning to extend your advertising during the Fall and Winter months in the farming districts of Canada you should have before you the latest facts and figures regarding THE FAMILY HERALD and WEEKLY STAR—its distribution and the field it covers, together with specimen copy of the new flat size form of publication.

Announcing a Change in Rate

Effective October 1st, 1919, the rate for display advertising in THE FAMILY HERALD and WEEKLY STAR will be 40 cents per agate line for the entire Dominion circulation, exceeding 150,000 each issue; or for those who for any special reason prefer to use the Eastern of Western Edition only, a special rate of 25 cents per line will be made for each, as announced July 1st, 1919. New and renewal contracts can be made up to September 30th, 1919, at the present tariff.

For latest certified analysis and other information address:

UNITED STATES REPRESENTATIVES

DAN A. CARROLL, Tribune Building, New York, N. Y.

J. E. LUTZ, 1738 First Nat'l Bank, Bldg., Chicago, Ill.

Announcing an addition to our staff

FREDERICK KIMBALL MIZEN KARL GODWIN

THE ILLUSTRATION STUDIOS

AUDITORIUM TOWER
CHICAGO

How cost you are pay things things things which given.

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How much do you think it would cost you? How much more than you are paying more, when you get these things brought right to your door? This is a phase of the problem to which some thought might well be

We'll go the limit with you to get the cost of living down; but— Let's begin where the fault lies and not where serious injury would follow not alone to am essential class, but to the communer everywhere.

The advertising is financed and signed by the Atlanta Grocers' and Butchers' Association and the Atlanta Wholesale Grocers' Association.

"These associations," said Mr. Lewis, of the Lewis & Coffee Advertising Company, which handles the account, "felt that some facts should be given to the public to show that the profiteering-if there be any-was before they handled the goods. Take the advertisement we had to-day. That's an object lesson. We give actual figures which show that the average sales of the retail grocery is \$50,000 a year and the net profit is 5 per cent. That means that for the service the grocer renders his customer—the average sale being 25 cents—for his labor and his risk of investment, he gets \$2,500 a year. There's no profiteering there.

"Dozens of such facts have been shown and will be shown in these advertisements and these associations believe that the Atlanta public will know they are sincere in condemning all profiteering."

New Adding Machine Advertising

The Federal Adding Machine Com-pany, New York, is to advertise this fall in page space in national and class mediums, through the New York office of the Campbell-Ewald Company. This agency has also secured the account of the American Hammered Piston Ring Company, Baltimore, which will advertise nationally.

City of London Offers Salesmanship Courses

A regular series of classes for both men and women in which salesmanship is being conducted by experts in London, England, under the authority of the municipality. The training is especially designed to equip the students for careers in the wholesale distributing trades.



Hop Service Sales Cartoons

for

House Organs Mailing Circulars Dealer Literature Salesmen's Bulletins

-are founded upon accurate knowledge of the fundamentals of good merchandising. They are in use by representative selling organizations throughout the United States and Canada.

NOW READY!-Bookiet of 90 new "Sales Jr." drawings, with humorous philosophy, showing this interesting little sales character in new antics-and folio of 36 new Syndicated Cartoons on timely business topics.

Distributed to Sales and Advertising Executives upon request.



The Atlanta Journal

A.B.C. audit has just been issued. It shows

61,093 Daily 73,237 Sunday

The price of the Daily Journal is 5 cents a copy; Sunday, 7 cents. Subscription, \$9.50 a year.

Copy of audit for the asking.

Advertising in The Journal Sells the Goods



Every Advertiser
Knows the value of the specialized market.

THE SALES MANAGER

Monthly

Covers a Specialized Field.

In every large institution THE SALES MANAGER-Monthly will be found on the desks of "Sales Managers"—The men who are in a position to buy YOUR products for THEIR institutions.

Mr. Seller: — THE SALES
MANAGER-Monthly is \$2.50
a year. A year's subscription
will make you a better seller.

BETTER SELLING
means BETTER PAY

William Edward Ross Service 150 NASSAU ST. NEW YORK, N. Y.

Script and Autographed Trade Names

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Autograph Signatures Not So Popular Among Trade-Mark Regatrants as One Would Imagine They Might Be—The One Type of Trade-Marks That Are Always Acceptable at Patent Office

SEE by PRINTERS' INE." remarked the student of trademark psychology, "that there is a movement afoot in England to abolish script writing and replace it by print writing and I am wondering what effect such a change in fashion would have upon script and autograph trademarks. There is not much to be said, you know, in favor of what we might call an ordinary script trade-mark, although Henry Ford seems to have done fairly well with his. But trade-mark specialists have long toasted the autograph signature as an ideal, imitation-proof trade-mark, because of its individuality. How would we make out, though, on the score of individuality, if the rising generation is to be taught to put its thoughts on paper in print writing by means of Roman block letters?"

If American business taste be gauged by the proportion of autograph trade-marks in the whole number of candidates submitted for registration at the U.S. Patent Office it would not appear that anything that would detract from the individuality of personal signatures would have very serious consequences. However, some of the trade-mark officials at Washington have an idea that we are on the threshhold of an era of increased use of autograph signatures as symbols of good will. They base their expectations upon the increased number of business clashes that have resulted lately from the entry into the same line of trade of different members of the same family. The theory is that inasmuch a it is mighty difficult to prevent

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Here's One Man's Opinion of the value of Telephone Directory Advertising

The Careful Carpet Cleaning Company of New York City says:

"We have been using Telephone Directory Advertising for a number of years and feel that it is one of the best mediums for persistent publicity.

"The fact that we renew our contract year after year should be pretty good evidence to you that we are getting results."

Every advertisement that appears in more than one issue of the Telephone Directory is a living testimonial of the Telephone Directory's business bringing value. 80% renewals tells its own story.

Why not put it to the test?



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey St., New York Telephone Cortlandt 12000

Small Express Items Instead of Large Ones

W. U. advertising plate service always means small express items for the reason that we ship newspaper advertising plates from such of our thirty-seven foundries as are near the towns in which papers are published. We do not ship plates to all papers, regardless of where they are located, from New York or any other one city.

RESULT:

Lower express or parcel post charges than if shipments were made from one city, even though it be centrally located.

Try us on your next order of newspaper advertising plates

Advertising Plate Department

WESTERN NEWSPAPER UNION

239 West 39th Street - - New York City

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man from using his own name in business, even though there be suspicion that he is trading on the reputation of a well known individual of the same name, it will naturally come about that an increased proportion of advertisers will follow the examples of W. L. Douglas and Thomas A. Edison and take refuge in autograph signatures.

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The marvel is that a larger proportion of American advertisers have not adopted autograph signatures as trade-marks when it is taken into consideration that this is the one type of trade-mark that is virtually foreordained for acceptance at the Trade-Mark Division of the U. Inasmuch as S Patent Office. the trade-mark statutes of the United States require the actual use of a mark in interstate or foreign commerce as a prerequisite to registration a false move in the selection of a mark is likely to involve inconvenience aside from the fees and other expenses of application for registration. A type of mark that could be put to use with virtual certainty of its ultimate approval at the Patent Office would seem to have much to commend it.

It is held at the Patent Office that autograph signatures registerable as trade-marks cause the special characteristics of the name as set forth so far outweigh the mere name upon which it is founded that the name thus expressed or modified amounts to an arbitrary mark. That a name rendered in script is by no means on all fours with an autograph signature has how-ever been indicated by many rulings at the Patent Office and decisions of the federal courts. For example, there was the ex-perience of Polar Knitting Mills which concern was told that the name "Deacon Brown" printed in script with a scroll was not sufficiently distinctive to warrant registration. Again, in the controversy between the Flanders & Flanders Manufacturing Com-pany and the Studebaker Cor"Publications – out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No wrapping or tying necessary.

Ask for Samples and Prices
MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue CHICAGO NEW YORK

Semi-Weekly Journal Atlanta, Ga.

225,000

Circulation a Week.

For weeks of

October 6 November 3

All farm home circulation, when the scale of living is rising fast. Tell them first.

The Journal Covers Dixie Like the Dew

Prairie Farmer a Weekly Beginning Extolor 4 1919

DRAIRIE Farmer will be published every Saturday on and after October 4, 1919.

Advertisers will have an opportunity to call every Saturday at 100,000 progressive Illinois farm homes where Prairie Farmer is a welcome friend and inspiration. Total circulation 128,000.

PRAIRIE FARMER **CHICAGO**

poration it was held that the werd "Flanders" written with a sign peculiarity in the letters would not pass muster as "peculiar and distinctive." The whole questim of when is a written signature autograph signature wa pretty thoroughly threshed only a few years ago when the Kellogg Toasted Corn Flake Conpany attempted to register the word "Kellogg" written in scrip which was declared to be the "emphasized signature" of the president of the corporation,

Goes to England for Erwin & Wasev

Charles J. Baker of the copy staff of the Erwin & Wasey Co., Inc., Chicae, sails for England September 23 to jun the branch office recently established by write copy for many of the account now handled by this agency in the aport field and will remain abroad indefinitely.

definitely.

Mr. Baker joined Erwin & Way last March after returning from our seas service with the United Shis Tank Corps. He was formerly concected with the Lozier & Chalma Motor Car Company, Detroit, and he had previous agency experience with Dunlap-Ward Advertising Company. Cleveland. pany, Cleveland.

Thanks for the Head, J. J. W.

Editor of PRINTERS' INK:
Here is an item from last week's issue of PRINTERS' INK, with a new caption:

AND STRIKES! Roger sends a clipped advertisesest running "Lost—Laborer's watch a road near pumping station," and watch differs from a banker's watch differs from a banker's watch Perhaps its hands are calloused, Roger.—Boston Transcript.

Wrong, Roger—it works only eight hours."

hours. J. J. W.

Dulan Becomes French Art Director

John H. Dulan, who was a first lie-tenant, artillery, American Expeditionary Force, and previously head of the art department of Lord & Thomas, the vertising agency, Chicago, will return to France as art director of the Section Anonyme de Publications Periodisus, Paris, publishers of Le Monde Illustra, and general advertising agents. It Dulan designed the official poster and at the Inter-Allied Games in France.

AMERICAN FOOTWEAR

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W. Art THE FOOTWEAR FIELD

including everything worn on the feet.

It is not an experiment, but the result of a thorough study and investigation extending over the past year.

It originated with suggestions from manufacturers themselves—some of the biggest men in the industry who realized the need for a real live business paper in the footwear field.

Have you reserved your space?

AMERICAN FOOTWEAR

Ashland Block - Chicago



BARE WALLS

Sometimes a new client expresses surprise at our bare walls.

Yes, we have specimens of past work, in fact we enjoy showing them.

But, after all, don't you prefer to consider your problem by itself rather than to dress it in yesterday's clothes? We believe so.



ASSOCIATED ARTISTS
OF PHILADELPHIA
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British Industrial Co-operation in Foreign Trade

Several Hundred Manufacturers Join Hands to Investigate Market Abroad So That They May Have Advance Knowledge of Customs, etc., Requisite to Success in Selling

UNITY and co-operation as a Uplan to be employed in export trade has many adherents in Great Britain. Earnest efforts are being made for the future through carefully planned co-operative measures. A practicable plan has been adopted by the Federation of British Industries, an organization composed of more than 900 important manufacturers, which has much to commend itself to the American manufacturer. A consideration of the history, scope, method and aim of the plan should reveal the possibilities it holds for America.

The plan of the Federation of British Industries came from Sir Charles Mandelberg, of Manchester. It called for a union of British manufacturers for the purpose of obtaining direct representation in all important trade centarions.

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It was this appeal of direct representation which made many manufacturers in England, Scotland and Ireland eager to consider the plan. Within a short time a corporation was formed by some 300 manufacturers. This corporation was soon merged with the Federation of British Industries when that important body became aware of the benefits to be derived through co-operation in export trade.

The cry of responsible representation was the lodestone. But the phase of the plan which gave it approval in its entirety and caused it to be accepted was the means whereby the objective of direct representation would be arrived at. The means proposed may be out-

lined as follows:

The important world trade centres, with their spheres of influence, were carefully and sharply defined. It is reported that under this plan there are twenty-one trade areas to be dealt with. Into each of these areas of trade a commissioner will be sent. He will be assisted by a number of expert advisers and sub-commissioners, varying in proportion to the importance of the particular trade

area.

Each commissioner must be in sympathy with the people among whom he will live. He must be conversant with their language, and understand the habits of mind of the people, as well as their trade customs, conditions, and These are severe rehistory. quirements, but they can be met by nations such as Great Britain and the United States. the nations have approached these requirements in the persons of those sent out as commercial attachés. Our country has, especially, fulfilled certain of these demands in the representatives of its war-time Bureau of Public Information. Progress in obtaining men who meet these requirements has been made in Great Britain. It is reported that commissioners have been appointed for several of the various areas.

The office of each commissioner will be a clearing-house for a particular area. Each office will send its reports to and receive its instructions from the world-embracing clearing house in London, which exists for the advancement of the nine hundred or more members, who sustain its work at an annual expense of approximately

\$500 each.

In its essence it is service for the manufacturer engaged in export trade or desirous of receiving such trade, by an organization responsible to him. If a manufacturer desires to obtain information regarding a certain market, and the manner in which his goods can gain recognition, he

207



PEAS-

Wisconsin's farms produce about one-half the nation's peas—and they lead in sugar beets, hemp, fine seed grain and cabbage, too.

Only one order and one payment necessary to blanket the State (or any part of it) with the 30 leading daily newspapers.

H. H. BLISS, Secretary

Wisconsin Daily League Janesville, Wisconsin

A few words from an appreciative advertiser of underwear:

"I value THE UNDERWEAR & HOSIERY REVIEW more highly than all the other trade papers we have used put together. I have today instructed Erwin & Wasey Company to renew our contract with you for twelve full pages for 1920."

-W. B. SIMMONS, President, The Futurist Co.

Any underwear or hosiery account you handle can be served by us

just as effectively.

erwears Hosi

320 Broadway, New York

should be able to base his plan upon the information given in by this organization. And the organization accepts the responsbility for putting such plans im operation.

It requires much vision and much faith in the value of to operation on the part of the manufacturer in order to ester willingly into this vast plan in the British manufacturer has the requisite vision and faith.

The plan of unity and co-operation which the British law adopted would probably in American advertising the opportunity to repeat in foreign track its achievements in domestic conmerce.

Chicago Advertising Organizations Will Probably Unite

The members of the Advertising is sociation of Chicago have been wing upon a proposition for a merger with Advertising Council of the Ocago Association of Commerce. Under the plan, the Advertising Council with the plan, the Advertising Council with the plan, the Advertising Association of the Vertising Association. The full returns of the voting are as a mariable, but a considerable mean and proposed parallel proposed prop yet available, but a considerable majority has been given thus far in her of the proposition. There remain und few details to be worked out and the the actual merger doubtless will be said Members of the Advertising Cus will have the privileges of the club ross for the remainder of the year regardless of whether they wish to combine as members under the new arraspment. The

The Advertising Council has make elaborate plans for a strong fall and winter campaign in an educational wy.

Henderson With Agricultural Association

Thomas F. L. Henderson, who is more than eight years has been egaged in the work of the Shelin School, Area, Ill., has been made suitant to the managing director at the central office of the Agricultural Particular and the contral partic lishers Association, Chicago.

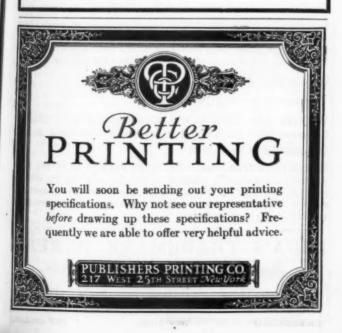
Michigan Publishing Changes

Charles H. Rogers, of the Grain Rapids, Mich., News, has succeeded Philip S. Johnson as advertising manager of the Periodical Publishing Capany, Grand Rapids. On Spetember 18 Mr. Johnson will become advertising manager of the Concrete Passanger Company, Detroit.

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It is our business to create advertising which adequately expresses both a product and the institution behind that product.

The Power, Alexander & Jenkins Co.
Advertising
Detroit



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Before Plunging into an Advertising Campaign

you naturally want to be certain that no trademark complications will arise when you spend thousands of dollars in National advertising. If there are any slumbering infringements, you want to know in advance.

Send for "Love's Labor's Lost."

To our best knowledge only 21 Advertising Agencies out of a total of 2,412 investigate the possibility of entire trademark validity before placing copy. 171 out of 308 Label Lithographers DO make a search through this bureau preliminary to manufacturing labels and containers.

Why is this?

The records are equally available.

We have spent \$300,000. and thirty years in accumulating Common Law marks and every mark registered in the United States Fatent Office.

Search report rendered, with expert opinion as to the registrability of any mark, by telegram or mail the same day the order is received. Search of one trademark \$5.00 to manufacturers, jobbers and retailers. Advertising Agencies, Lithographers and Printers are given search free on a good will basis.

MIDA'S TRADEMARK BUREAU

Specialized Trademark Attorney Service

ESTABLISHED 1889

RAND McNALLY BUILDING, CHICAGO, ILLINOIS

Branch Offices

SAN FRANCISCO NEW YORK

NEW ORLEANS

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Picking Salesmen

(Continued from page 8)

and that the only way to overcome them is to keep them constantly before us.

While the average retail clerk is very easily sold on the importance of the firm's advertising, once he is employed as a salesman, it is nevertheless a fact that when a competitor comes out with a strong campaign, the ex-retail clerk is inclined to take it very much to heart. His early training has taught him to get behind the thing which is being advertised and if it happens that while our campaign may be a steady, year round proposition, but a competitor comes out with a short time splash, he seems unconsciously to feel that the other fellow really has it on us.

He has a hard time sticking to the one line. He wants to give the merchant whatever seems to sell easiest and he can see, many a time, where another brand than ours might be a good line for the dealer to stock. He will not admit that, even to himself, but he can't help having that idea way back in his brain, and when he runs into the merchant who uses that as an excuse for not buying,

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he has a hard time combating it. And so now, whenever we decide to engage a man who is coming fresh from the retail end, we put it up to him squarely: "You seem to us to have the qualifications which will make you a good salesman for our line, but you've got some mighty serious ingrown diseases. And we want to spread those diseases right out in plain view where you and we can see them and then we want to choke them to death."

Then we go on to show the youngster just how those traits will work against his success unless he digs right in and works to overcome them and smother them.

The shipping and delivery departments of our own business have always seemed an attractive recruiting ground. This is true for several reasons. One can

Assistant Advertising Manager

wants position in New York. Recently employed by a mahufacturing concern doing \$4,000,000.00 annually, where he had charge of buying space in more than 1,000 daily newspapers. He is an able correspondent, and has written good copy. He is tactful and has been particularly successful in directing the work of others. Possessing good personality, he is capable of dealing with customers or clients. Has had agency experi-ence and knows how to buy engravings and printing. He is a Christian, native American, thirtyfive years of age and happily married. Initial salary \$40.00 per week.

Address G. N., Box 147, CARE OF PRINTERS' INK



Your comments, if you please. In Printers' Ink, September 18th issue, I shall begin a campaign to advertise the publications I represent—and the services that I render.

As this is the first time (so far as I can learn) that a magazine representative has ever advertised his own representation, I shall greatly appreciate the comments and criticism of the advertising fraternity

Will you please look for this campaign?





348 Peoples Gas Building Chicago, III.



S it or is it not the advertising manager's business if the stationery and business printed matter of his house is a hodge podge of unrelated effects or of scrupulously harmonized individuality?

Specializing in distinctive stationery we make letterheads, envelopes, billheads, checks, contracts and other forms that conserve rather than dissipate the personality of the house. When the importance of this is realized we shall be glad to discuss it by mail or in person.

The Edwards & Franklin Co.

Steel and Copper Plate Engravers, Lithographers and Printers Youngstown, Ohio Medal, London, 1914

An Unusual Opportunity

An Unusual Opportunity
I just got back from Army Service
abroad. When I went to camp, my
business, The Bankers Addressing
Company, 13 Water Street, New York,
a direct-mail advertising and printing
plant, had to call quits, and it's been
standing idle there ever since waiting
my return. Now that I am back, I am
going after work that will take me
more out in the open. I hate to do it,
too, because, it was a good business
and can within a short time be worked
up to capacity again.
I'd like to sell it to some responsible
party that wants to own his own direct-mail advertising plant or to some
concern that wants to have it as a
special department of its business.

special department of its busines

special department of its business. I've got 1800 feet floor space right in the Wall Street financial section and have the following equipment in first-class condition—13 x 19 Universal Press, 16 x 15 Gordon, Multicolor, 2 Multigraphs, Rogers Addresser, 2 Scaling machines, 25-inch Cutter, 4 typewriters, Montague Addresser, 2 Scaling machines, type, racks, etc., office furniture. In many respects the most completely equipped plant in the district. trict.

I will help the proper person get the wheels turning around again at a fast clip and introduce him to all the busi-ness we used to handle.

The closest investigation is invited Make an appointment with me and we'll go over the ground together right on the spot.

WILLIAM H. SCHUTZE all Street Brooklyn, N.Y. 44 Foxall Street

easily pick the possibilities from those who are plainly impossible It is probably the source where it is easiest to check up prospects. One can watch them at work and ascertain in advance how energetic they are. That is of tremendous importance:

ENCOURAGING TO OTHERS IN TE ORGANIZATION

Furthermore, the man off the truck or the shipping floor hu another advantage. To him, the chance to go on the road is a big He understands already the one. attractive side of the selling bui-He knows the line and more or less about the goods. He has personally come in contact with scores of retailers, most of them talkative. He is also used to earning a modest sum of money. When he gets his chance on the road he is generally able to come with the house on the basis of a drawing account small enough to enable the house to carry him through a rather longer period of He has amdevelopment work. bition or he would not be willing to leave a "sure thing" on a truck for an out and out gamble as h whether he would make good a the road or not.

There is another advantage to men selected from the inside of the organization. It tends to convince everyone that the house is tends to promote from its own ranks, wherever possible, and this is a fine feeling to prevail.

Now, to summarize: our own experience has been that the right sort of a newspaper man has the best chance to make good immediately, but his weakness is his roaming disposition.

The retail clerk has many splendid qualifications and from this class many of the finest salesmen are developed. His weaknesses are his sense of fear toward the dealer and his over willingness to take no for an answer. comes from an inborn desire not to irritate the customer. often he lacks "punch" and is too apt to be merely a courteous order taker rather than an aggressive

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THE LOUISVILLE, KY.

Member Audit Bureau of Circulations

Covers The Rich Central South

¶ More circulation in Kentucky than all other farm papers combined.

ombined.

¶ Larger combined circulation in Kentucky and Tennessee than my Farm paper.

Greater combined circulation in Kentucky, Tennessee, Alalama and Mississippi than any Farm paper.

These Farmers Have Millions to Spend

Now is the time to tell your story, through the Inland Farmer, the one efficient medium dominating this section,

Over 200,000 Each Issue

Chicago Office: JOHN D. ROSS, 608 Otis Bldg.

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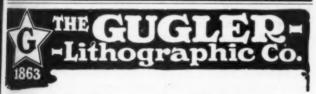
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New York Office: PAUL W. MINNICK, 303 Fifth Ave. St. Louis Office: A. D. McKINNEY, Post-Dispatch Bldg.

Write for Circulation Data, Rates and Sample Copies If Interested



To Tractor Manufacturers

In no other way can you illustrate your machines more effectively than by the use of offset lithography. For "close-ups" showing details of construction, and for field scenes showing the machine at work, lithography is unexcelled by any other process of illustration.

We have produced some particularly striking catalog covers, colored inserts, posters and mailing pieces for leading tractor manufacturers, and will be glad to send samples to those interested.

MILWAUKEE AND CHICAGO.

NEW ENGLAND Daily Newspapers Sell The Goods

The Reasons Why:

The greatest per capita wealth.

The uniform every-day, money-in-hand prosperity caused by a weekly pay roll that has nothing approaching it day where in the country.

A territory with fine cities closely knit together without parallel in the country; and each city having splendid newpapers with equitable advertising rates.

A people peculiarly susceptible to daily newspaper adverting—a trait handed down from father to son.

It would be a miracle indeed if New England, with the advantages, was not a most productive field for advertising

Every avertiser knows that a prosperous manufacture population is a good purchaser. It buys largely and is quit to seek for merit in new articles. It is progressive, thinks

This dependable buying capacity will increase steadily in the future as it has in the past. New industries are constant being established, furnishing more employment. Many of the factories are running day and night.

This ability to buy is founded upon an unsual density of population composed of people of means or those employed a well-paying labor—men and women whose condition and occupations give them incomes on which to live liberally. They are ready purchasers because they have ready money Wages are on the jump; textiles alone have advanced wage 96%.

NEW LONDON, CT., DAY (Evening)
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS
BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UNION AND
FITCHBURG, MASS., SENTINEL
LOWELL, MASS. COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS. NEWS

SPRINGFIELD, MASS., UNION
TAUNTON, MASS.
WORCESTER, MASS., GAZETTI
PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT. POST and STANDNEW HAVEN, CT., REGISTER
EACH OF THE NEWSPAPERS her
named is a power in its home community.

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Barnes

Bert I the Nev Philadely has been the Mon Brooklyn company a plant Dial."

The

It has Kansas its proceuthe name as a g broom,

The plant itself, especially the shipping department offers a most productive recruiting ground, but generally in a too small and inadequate capacity. Men coming from this field are generally to be secured at reasonable beginner's wages. But generally there are not enough prospects in that department. Investigation will prove that a very small percentage of them are fitted for selling jobs. But those who have that ambition are generally so good that it is well worth while keeping this fertile spot in mind.

A Department Store Discusses Prices

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As organization which has a share in the establishment of prices has earned a right to speak on the subject. A St. Lous department store, Stix, Baer & Feller, brings forth this fact in recent strendsments. The prices of wool, cotton, and leather are discussed in these advertisements. In another the following conclusion on the subject is urrived at:

following conclusion on the success invited at:

"There has never been a time when merchandise values were so uncertain—when the word "value" had so little meaning in its attempted application to indicate the right price of an article. The success of the succes

laber that is making constantly increasing demands.

"We must keep in close touch with opportunity—anticipate the requirements of our clientele—exercise every effort towards supplying the public's needs with the right merchandise bought at the lowest prices that our resources can command and charge an equitable profit for the service we render."

Bames Is Advertising Manager of Morse Dock Co.

Bert E. Barnes, who has been with the New York Sun, Detroit Journal, Philadelphia Record and other papers, has been made advertising manager of the Morse Dry Dock & Repair Co., Brooklyn. Mr. Barnes joined the Morse company a year and a half ago to edit a plant paper, the "Morse Dry Dock Dial."

The Broom Guaranteed by Advertising

It has been found worth while by the Kassas City Broom Company to stamp is product with a name, and advertise the name. The advertisement stands as a guarantee of the quality of the broom, according to the manufacturers.

MAINE

an empire in itself

The greatness of its territory, the richness of its soil, the value of its timber—all these are marvelous.

PORTLAND

its greatest city

This is the gateway to all of Maine. Most of its activities radiate from this center. Here are the jobbing houses and the wholesalers. The

Evening Express

Portland's Greatest Daily
The Only Afternoon Daily
in Portland

has long been the recognized leader in circulation and advertising. The best bet in Portland advertising.

The Julius Mathews Special Agency Boston—New York—Chicago

If you are

"in"

Bridgeport, well and good;

something good.

if you are not, you are missing

BRIDGEPORT CONNECTICUT

Post and Standard - Telegram

A Metropolitan Daily in a Metropolitan City.

LEADS BY A MILE!

in circulation and advertising of all

I. A. KLEIN 254 Metropolitan Tower New York, N. Y. JOHN GLASS Peoples Gas Bldg. Chicago, Ill.

RINTERS'

YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707. New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Post D. A. D. McKinney, Manager. Post Dispatch Building,

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE. Manager. Parls Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor R. W. PALMER, News Editor

C. P. Russell Frank H. Williams Helen A. Ballard S. E. Kiser Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, SEPTEMBER 11, 1919

The Basic Apparently, there is a trend among Copy Appeal manufacturers to broaden their basic appeal in copy. In the past, many firms limited their market, apparently unintentionally, by relying too exclusively upon a single type of appeal. Today there is an effort to put a corporate soul on paper-to sell to the public those intangible elements of faith in the company and the men behind it.

The Durham Hosiery Mills advertise their wares as a product of industrial democracy; the William C. DeMuth Company tells about the kind of men behind the work and the joy they put into the product; the United States Rubber Company has abolished its definite mileage guarantee and is selling

the broader quality factors of faith in the company and the quality that goes into the product.

In the old days the continual featuring of goods at low price, often resulted in giving the inpression of cheapness and actually cut out of the market that portion of the public which responds only to quality appeal. Different people buy from different motives. A woman who buys a coat for is style might remain entirely cold to the appeal of serviceability.

Before the Holeproof Hosiery Company gave up its specific gurantee, it found that this feature and the continual insistence mon the long-wearing qualities of is goods were not only not reaching that portion of the public which buys hosiery on its looks, but actually killing its interest.

Broadening the sales appeal very often results in broadening the market for the goods, and selling something more than the merchandise in the advertising copy is a noticeable trend in the campaigns of to-day.

Advertising and the Profiteer

As was in an article in PRINTERS' INK recently, finding the profiteer is

not so easy as some of our Government investigators are inclined to believe.

It is simple enough to indict a industry for profiteering, but proving the charge is another matter. When a trade, where high prices exist, is honestly investigated it is usually found that all the factors in it are making only a legitimate profit-a profit that the extraordinary circumstances now prevailing amply justify.

It is, of course, true that profteering does exist, unfortunately, entirely too much of it. But as we have repeatedly pointed out in these columns, profiteering is bound to flourish in a run-away market, especially when the rising market is caused by a shortage of

The profiteer, however, is customarily not a merchant. He is a speculator. Often he is an extra facto somewho tribution nering s tribute ! mately i Specu with the

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tra factor that interposes himself somewhere in the channels of distribution, making his profit by cornering supplies and thus forcing tribute from those engaged legitimately in that trade.

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Speculation is not consistent with the modern idea of merchandising. The speculator hopes to make his profit by buying goods and holding them for a fortunate turn in the market. The merchant, on the other hand, does not buy with the intention of holding. He stocks goods with the idea of turning them quickly. He makes his profit not by speculation but by rapid turnover.

That is why the whole advertising conception of selling is opposed to the practices of the profiner. The purpose of advertising is to expedite the distribution of merchandise.

It creates widespread demand and hence causes rapid sales. For this reason advertising is entirely out of sympathy with speculation, with profiteering and with any other system that retards the efficient merchandising process.

Putting Real Help in
Dealer Helps
the difficulty of selling the retailer on dealer helps and getting him to use them consistently and intelligently. Their troubles along this lime have not been at all imaginary. But the dealer is not the only one to be sold. Some of the most pronounced criticism comes from the important members of the organizations sending out this class of material.

In the average concern selling to the retailer there always are a few more or less powerful and important persons who lack the advertising vision to an extent to make them question the business-bringing value of any piece of printed advertising that does not talk directly of merchandise and prices. If they cast their bread upon the waters they want a good strong string tied to it so it may not be so long in coming back.

It seems to PRINTERS' INK that

there are two ways in which the advertising manager can sell the dealer-literature idea to these doubting Thomases.

In the first place he ought to try to make the matter of real service to the dealers to whom his house sells goods. The idea behind the thing, of course, is to help the dealer sell more goods so he will buy more. In this connection the necessity of knowing the dealer intimately has been emphasized so many times in these pages that it is almost vain repetition to mention it again here.

When the dealer literature is the real thing the retailer quickly forms the habit of writing the service department telling his troubles and asking for advice or assistance in this problem or in that. If such a letter does not throw wide open the path to selling goods, then what does? A few letters from retailers acknowledging that they have been helped or asking for help ought to make it fairly easy for the service man to sell the members of his organization who are disposed to be coldly critical.

Another strong argument for the service manager to use when he is exasperated by demands that he show in dollars and cents how he is bringing in business to his house is to set forth the seeming unselfishness of dealer literature.

It is not at all necessary for a concern always to be talking about itself and its goods to get advertising. In fact the very choicest kind of publicity can be gained through an apparently unselfish presentation of selling helps—helps that can be used to build up the retailer's business in general without particular reference to the merchandise sold him by the company putting them out.

The producer or distributor who is of little faith when it comes to real dealer helps is sadly lacking in advertising sense. He is in a class with those who expect big results from a single advertisement in a business journal and who do not realize that the first advertisement is going to pull in

proportion to the way in which it is supplemented by subsequent ones. Big business may come from a single advertisement. But bigger business will come from that same advertisement if it is followed up persistently and sys-

tematically.

There are too many elements in symmetrical and hard-pulling advertising structure for all business definitely to be traced to the thing that produced it. literature may even bring in nothing directly, but it can more than pay for itself through its strengthening of other elements in the advertising appeal.

There seems to Gradual be a growing Education tendency among or Heated people in Denials places to put a

whole lot of the blame for the present high cost of things on the retailer. "Smaller dealers are to for present high prices probably more than the big fellows," said Attorney-General Palmer a few days ago before the House Agricultural Committee. Two manufacturers in New England have blamed the retailer for a great part of the increased cost of shoes. Employees of a lumber company in Pennsylvania recently served a formal notice on the retailers of the town, in which the following sentence is significant:

"It has been decided by the employees of the Cascade Lumber and Shingle Company that if any profiteering is attempted by the Snohomish merchants owing to the recent raise in wages by the company, all trading by these same employees will be transferred to Sears, Roebuck and Company or to any other concern outside of this town. Signed, The Com-

It does not matter whether the charges against retail merchants are justified in many cases, or whether they are merely being done by a few individuals, the whole business of retailing is undoubtedly being hurt by the general feeling on the part of the public that the retailer is getting too much, which is leading into a very dangerous situation

The small retailer is the man with whom the public comes into direct contact, and if the public gets the idea that this man is responsible for profiteering and everybody passes the buck to this little corner man, he is going to be in for a bad time. It undoubted is true, as many retailers say, that the public has never been educated properly to the cost of distribution overhead, and sales. It is almost too late to start at the present time but could not individual retailers in cities and associations of retailers perform a valuable service an only for themselves but for the general public by putting out the facts in paid advertising on there subjects upon which there is no much misinformation? If they will also go after the wrong kind of retailer and see that he does not mi the public; they will be doing to more than saving their own harm from the very serious times which are looming ahead for all retailers because of the sins of the few. The retailer occupies too important a place in American industry to have everybody get down upon him, in many cases merely because they are misinformed about some of the details of his business and the service he performs.

The Ten Commandments of Advertising

Be Human.

Be Interesting.
Be Easy to Understand.
Be Easy to Read.

Be Humorous, when you can.

Unusual. Be Unexpected.

Be Tempting.

Be Subtle.

Be Positive.
From "Advertise!" by E. Samp quoted in The Advertiser's Weekly, London.

Parcel Post Weight to Chim Increased

An increase of the weight limit of parcel post packages from the United States to ports and cities on milrodi in China from 11 to 22 pounds we announced on September 4 by the Postmaster Canacal Affactive Residents Postmaster General, effective September 15. This includes also an increase of the size of the parcels to 84 inches is length and girth combined.

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PERCIVAL K. FROWERT CO., Inc.

151 WEST FORTY SECOND STREET,

New York

Advertising Agents Business, Publicity and Merchandising Counselors

TRAINED minds devoting intensified, creative service to a controllable number of advertisers—this sums up the policy and successful practice of this Agency.

At present we represent thirty-six advertisers. Recent expansion of our organization now enables us to serve a few more business houses appreciating a character of service that is individual and incisive, that is artistic and compelling in the printed appeal.

Telephone Bryant 3000 or write for consultation

Resident Representatives in

PHILADELPHIA BALTIMORE BUFFALO

LONDON

LAST CALL

Final forms for October issue will be closed on September 20th.

Publication date is the first day of every month.

PRINTERS' INK MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

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BRANCH OFFICES

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A.D. McKINNEY, Manager.

Canadian Office: Lumaden Building, Toront, A. J. DENNE, Manager.

Paris Office: 31 bis Faubourg Montmann
JEAN H. FULGERAS, Manager.

Printers' Ink Weekly Circulation Report

	CURRENT	SEX MONTHS AGO	ONE YEAR
Das di lane August 21, 1919			
Edition Ordered		14000	
And Res	15900	14000	13530
New Subscriptions Received	116		
	13		
(a) 6 mos	103		
(a) 1 yr	-		
(a) 3 yes.	55		
Discontinued	64		
Record Subscriptions Received	2		
(a) 6 mos	62		
(b) 1 yr.	_		
(c) 3 yrs.	8.5	-	
Net Paid Gain			
Net Paid Loss			11335
Total Paid in-Advance Subscriptions	13100		
November Sales INCLUSES	1912		
(a) American News (net sales) NEWYORKCYT	1654	1194	612
(b) N. Y. City (not sales)			434
(c) Direct Out of Town (net sales)	258		171
Copies Mailed to Regular Advertisers	24		119
Copies Mailed to Single-Insertion Advertisers	192	96	7.8
Extra Copies to Advertisers	-	-	
Advance Conies	5	5	6
Uscut Copies for Bound Volumes	175	17.5	200
<u> </u>	14		
(a) Remeded	14		
(b) Unregreeted	5		
Office Sales—Correct	249		
Changes of Address	5		
Duplinate Coping.	3		
Buk Numbers on Subscriptions	-		
Service .	1		
Macdiness Office Use	96		
	488544		
Total Number of Copies Printed Since January 1	11	13106	13867
Average Edition from January 1 to Date		11/2 0	

HIGH WATER MARK

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City

LAD.

Soud Frankf Meeks

Sales Manager & Advertising Man

A1 sales executive, 33, with 14 years' selling and advertising experience, wishes connection with progressive manufacturing concern offering big opportunity. Has splendid sales record, good organizing ability and a college education.

C. R., Box 145, Printers' Ink

GOOD PRINTING—CHEAP

A Few Money-Saving Prices 1000 4-page Folders 3 4 x 6 4 in. \$8.00 Each additional thousand 2.50 Each additional thousand 2.59
 1000 4-page Folders, 4x9 in... 10.00
 Each additional thousand. 3.50
 1000 4-page Folders, 5x9 in... 13.00
 Each additional thousand 4.50
 FREE—our large package of samples
 ERNEST A. FANTUS CO., Printers
 525 So. Dearborn St., Chicago

Copyman

There is an unusual opening for a sound copy man in an Eastern Manufacturing Plant with a world famous name.

This plant is undergoing a big expansion and you will have an opportunity to get in on the ground floor-with a strong future ahead of you.

We would like a man between 25 and 35, with agency experience back of him and preferably one who handled technical accounts.

Write fully stating your salary and past experience. "M. K.," Box 150 c/o Printers' Ink.

University of Minnesota Ha School of Business

The University of Minnesota has re-cently organized a professional schol for the training of business executive. Admission is gained through a two-yer pre-business course in the Art College of pre-business course in the Art College of the University. After two further your of study in the School of Busines, a student is granted a degree of Backer student is granted a degree of bacade of Science in Business. Provision in been made, however, for especial addents who are of mature years and whave had considerable experience mi

have had considerable experience and are not candidates for a degree. The following courses of study as being offered: Advertising and Seling accounting, banking, commerce and merchandising, foreign trade, insurant and secretarial work. The school is der the supervision of Dean George W. Dowrie, and has a staff of some twusfive professors and instructors.

The German Bogey No Longer Effective in Britain

Advertising was called in to be Britain raise her armies, and now that been suggested that it be again called in to tell the working positive what their present methods of produce are leading directly to. A kepning has already been made. A push has appeared appealing to the working men not to give the Germans the men faction of knowing that the working the support of the support

The German Bogey has done overime apparently, for the men are refusing to become excited over this view of the

Overture of Commercial Peace from Berlin

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Chicago firms associated with the American Manufacturers' Export Am-ciation have been notified of a pure ciation have offer from the American Association of Commerce and Trade in Berlin, Gr Commerce and Trade in Berlin. Ge-man buyers are anxious to rectalish commercial relations with Asserts manufacturers, the Berlin organization has said. While all business with Ge-mans must be done on an exhalic credit basis and subject to the train-with-the-enemy act, a revival of law-ness in expected, according to the support of the support of the support of the sup-facturers' association.

New Accounts of Vanderhood Agency

Agency
The Walton School of Comment.
Chicago, has placed its advertising account with Vanderhoof & Comment.
Chicago. A national campaign will be entered upon, to advertise correspicence courses in law and accountage.
The Vanderhoof agency has also accured the accounts of the Commonwell Tractor Co. and Atkinson, Menter & Co., both of Chicago.

ota Ha

Peace

rhoof

The Resinol Soap Advertisement on page 194: September Ladies' Home Journal

—was designed and written by this agency. An agency six months old, but, in its working force, a group of men whose experience totals nearly 30 years of diversified advertising work. Foods to Furs. Shoes to Soaps. Dry Goods to Depilatories.

Within this wide scope, inquiries are invited.

The Oscar Rosier Advertising Agency Colonial Trust Building Philadelphia

Copy Writer Wanted by Advertising Agency

An old established advertising agency, located in the middle west and doing about a million dollars' worth of business annually, has opening for an experienced automobile copy man.

This position is permanent, has possibilities for advancement to copy chief and affords an opportunity to acquire an interest in the business.

Aspirants or local service men cannot be considered. Applicant must have established reputation in motor car, truck and accessory copy. This is unusual opening and will accommodate the best man available.

Replies must contain all details as to age, married or single, experience and salary expected. They will be held in strict confidence and returned after perusal.

Address "D. B.," Box 149, care of Printers' Ink

STREETS OF WASSERS

Advance in Rates

Subscription Growth Makes Rate Increase Necessary.

After January 5th, 1920, the rate for advertising in Extension Magazine will be \$1.50 per agate line.

All non-cancelable orders accompanied with schedule received before January 5th, 1920, for space up to and including the September, 1920 issue, will be accepted at the old rate of One Dollar per agate line.

The new rate is based on a guaranteed circulation in excess of 300,000 copies monthly.

Exacusion Magasina

Member Audit Bureau Circulations

F. W. HARVEY, Jr. General Manager JAMES K. BOYD Advertising Manager

General Offices:

223 W. Jackson Blvd., Chicago, Ill.

Eastern Representatives: LEE & WILLIAMSON, 381 Fourth Avenue, New York City MONT

(Exclu

Review of World's W Harper's M Atlantic Mo Scribner's Century St. Nichols Munsey's Bookman Wide Worl

Cosmopolita
McClure's
Metropolita
American
Sunset
Hearst's
Photoplay
Motion Pic
Everybody'
Boyo' Life
Boya' Mag
Current O

American Red Book

VOLUN WC

Vogue (to Ladies Hole Good Hou Harper's 1 Woman's Pictorial 1 Delineator Designer Woman's McCall's People's 1 Modern 1

People's I Mother's Today's I Needlecraf Green Bo

SEPTEMBER MAGAZINES

OLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR SEPTEMBER

(Exclusive of publishers' own advertising)

Standard Size		Agate
. I	ages	Lines
Review of Reviews	137	30,903
World's Work	118	26,509
Harper's Magazine	110	24,696
Atlantic Monthly	100	22,407
Scribner's	97	21,947
Century	77	17,362
St. Nicholas	37	8,344
Munsey's	30	6,746
Bookman	20	4,462
Wide World	19	4,300

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Flat Size		Agate
Co	lumns	Lines
American	319	45,749
Red Book	226	32,428
Cosmopolitan	225	32,306
McClure's	139	23,755
Metropolitan	136	23,180
American Boy	103	20,765
Sunset	134	19,195
Hearst's	99	16,845
Photoplay	112	16,054
Motion Picture Magazine	112	16,053
Everybody's	84	12,040
Boys' Life	70	9,456
Boys' Magazine	43	7,580
Current Opinion	21	3,005

WOLUME OF ADVER		
WOMEN'S MAGAZ	INE	В
(Exclusive of publishe	rs' o	wn
advertising)		Agate
		s Lines
Vogue (two issues)	797	125,820
Ladies Home Journal	443	88,770
Good Housekeeping	412	58,963
Harper's Bazaar	328	55,138
Woman's Home Companion	215	43,005
Pictorial Review	199	39,835
Delineator	161	32,150
Designer	120	24,019
Woman's Magazine	120	24,019
McCall's	94	18,853
People's Home Journal	95	18,828
Modern Priscilla	93	15,692
People's Popular Monthy	50	9,577
Mother's Magazine	56	9,567
Today's Housewife	45	9,173
Needlecraft	42	7,938
Green Book	AE	6.420

Is it possible for this magazine, now selling nearly twelve hundred thousand copies a month at the full price of a quarter a copy; two dollars by the year, to increase its circulation to a million and a half by the same merchandising methods?

No premiums No clubbing No cut rates No installments

> Watch this column.



Largest Circulation in Connecticut's Largest City!

Largest! The "Register" leads the next nearest paper by more than 12,000 copies daily.

Best! Because the "Register" is New Haven's recognized leading newspaper.

Leads! In Advertising carried, The "Register" leads overwhelmingly. All kinds: Local; Foreign; Classified; Department Stores.

N. B. In Automobile Advertising the Sunday Register alone carries more than any other New Haven daily in six days, and the Evening Register a generous amount in addition.

New Haven Register

Circulation over 28,000 copies a night

WOLUME OF ADVESTIGATE MONTHLY MAGAZINES CARRI-ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' on advertising)

		Alger
Col	umn	Line
Motor	435	73.20
System	476	68,19
Motor Life	383	59,00
Vanity Fair		41,50
Popular Mechanics (pages)		37,63
Country Life in America		34,84
House and Garden		24,1%
Popular Science Monthly		22,86
Physical Culture		21.13
Electrical Experimenter		18,95
Field and Stream	120	17,16
Theatre	98	16.50
House Beautiful	102	15,85
National Sportsman	105	15,015
Association Men	81	11,37
Outers' Book-Recreation	78	11,18
Outing	71	10,174
Forest and Stream	66	9,70
The Rotarian	47	7,33
Illustrated World (pages).	29	6,91
Extension Magazine	34	5,50
International Studio	32	4,61
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VOLUME OF ADVERTISING I

(Exclusive of publishers' on advertising)

		App
Ce	Arms	e lies
MacLean's	220	Mil
Canadian Home Journal		
Everywoman's World		
Canadian Magazine (pages)	68	15,78
Canandian Courier		
(3 August issues)	118	21,59

VOLUME OF ADVERTISING AUGUST WEEKLIES

(Exclusive of publishers' out

advertising)		
		April
Co	luma	Line
lugust 1-7		
Saturday Evening Post	318	54,10
Literary Digest	173	20,48
Town & Country	95	16周
Collier's	65	11,16
Leslie's	51	Lib
Life	43	6,00
Scientific American	33	5,69
Outlook	28	4,31
	24	10
Churchman	16.	3,30
Youth's Companion Christian Herald	18	1,8
Christian Meraid	-	



A Big Step Forward

Beginning with the November issue the size of BOYS' LIFE, the Boy Scouts' magazine, will be changed. The new page size will be 4 columns, 93% inches wide by 12½ inches deep or 680 lines, same as Saturday Evening Post.

This step has been taken for very definite reasons.

A careful canvass of our subscribers shows that they want a physically bigger magazine.

The results of the recent nation-wide campaign of the Boy Scouts of America, which will greatly extend scout work, will require a Larger Editorial Programme for BOYS' LIFE.

To meet these requirements a larger and improved magazine, with more stories, departments, informative and inspirational articles, will be published.

This new BOYS' LIFE will be of more worth to you because it will be of greater value to the subscriber.

The advertising rate of 75 cents a line, remains the same. The net paid circulation exceeds 100,000 per month.

November forms close September 25th.

BOYS' LIFE is the only publication covering the Scout field.



BOY SCOUTS OF AMERICA

Publishers

Member Audit Bureau of Circulations CHICAGO

TISING II S CARRY. CLASS

Age Olumns Line

435 73,227 476 68,13 383 59,82 265 41,56 168 37,60 207 34,84

153 24,1% 153 22,86 147 21,13 129 18,99 128 17,16 98 16,50

102 15,05 105 15,05 81 11,07 78 11,08 71 10,08

66 9,70 47 7,28 29 6,91 34 5,50 32 4,60

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18 54,0 73 26,6 95 16,0 65 11,16 51 8,4

43 4,10 23 5,10 28 4,34 24 1,40 24 1,40

8 Tim 10 Tim 14 Tim MEW YORK

Co	limn	Agate Is Lines	. April
Independent	20	2,978	Nation Columns Lin
Nation		2,285	Nation 39 55
Judge	14	2,066	Independent
August 8-14			Judge 8 1,8
Saturday Evening Post	348	59,203	Totals for August
Literary Digest		20.804	*Saturday Evening Post
Town & Country		14,948	"Literary Digest
Collier's		10,290	"Collier's
Leslie's		7,281	Trown & Country
Life		6,559	"Leslie's
Scientific American		6,058	"Scientific American
Christian Herald		5,475	*Christian Herald 25 m
Outlook		5,205	Life 2336
Nation		3,803	Outlook 20 N
Youth's Companion		2,725	Nation 1768
Independent		2,596	*Independent 1740
Judge	16	2,318	Youth's Companion 1160
Churchman	11	1,658	*Churchman 10,50
			*Judge 9,6
August 15-21			* 5 issues. † 3 issues.
Saturday Evening Post		62,927	J Ibbuto, o issues,
Literary Digest	177	27,097	RECAPITULATION OF ADVERTS
Town & Country		17,384	ING IN MONTHLY CLASS.
Collier's	77	13,170	FICATIONS
Leslie's	58	9,955	(Exclusive of publishers' on
Scientific American	56	9,608	advertising) last
Life	41	5,806	Column Lin
Christian Herald	48	4,853	1. Ladies' Home Journal. 443 8878
Outlook	30	4,472	2. Motor 435 712
Independent	28	4,134	3. System
Youth's Companion	16	3,520	4. Motor Life 383 59.00
Nation	22	3,189	5. Good Housekeeping 412 3.8
Judge	16	2,294	6. Harper's Bazar 328 531
Churchman	15	2,143	7. American 319 45/8
			8. Woman's Home Com-
August 22-28			panion 215 41/6
Saturday Evening Post		72,597	9. Vanity Fair 265 41.91
Literary Digest	177	27,095	10. Pictorial Review 199 BA
Collier's	59	10,077	11. MacLean's 220 Ad
Leslie's	46	7,937	12. Popular Mechanics
Outlook	41	6,147	(pages) 168 JA
Scientific American	33	5,690	13. Country Life in Amer-
Christian Herald	32	5,568	ica
Life	34	4,850	14. Red Book 226 M.G
Independent	20	2,854	15. Cosmopolitan 225 MA
Nation	20	2,847	16. Delineator 161 103
Youth's Companion	11	2,300	17 Paviow of Reviews
Churchman	14	2,066	(nages)
Judge	10	1,521	18 World's Work (names), 118 mm
1 00.01			19. Canadian Home Journal and and
August 29-31 Saturday Evening Post.	422	71,881	20. Harper's Magazine (pages)
		35,572	21 House & Carden 133 and
Literary Digest		10,492	
Leslie's	59	10,492	23 Woman's Magazine 160
Collier's		6.710	
Scientific American Christian Herald	35	6,076	25. Metropolitan 136 21.8
Christian Heraid	22	0,010	au, macere

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ADVERTS

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umns Line 443 88,71

435 733

476 68,15 383 59,8

412 58.9

328 55,13 319 45,74

215 41,45 265 41,49

199 39,5

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61 32,15 37 30,86 18 26,56

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Advertising's Pioneers

For years many advertisers have been cutting their way through the uncharted fields of publications, trying this one and that one and closely watching effects.

In some mediums they continue for years—in others they don't. In some they increase their space and in others they reduce it.

Why don't you benefit by this hard earned and costly experience in planning your campaigns? Some of them make the same kind of product or appeal to the same field that you do.

For seven years we have been checking and classifying all this advertising. We know who used space in the leading general, class and farm mediums and how much they used in any papers over any period of that time.

This data has been used for years by the leading avertisers, publishers and agencies who have learned the value of accurate, unbiased facts and experience in advertising.

It is available to you at a surprisingly low cost.

"Let Seven Years of Facts Guide You"

The Advertising Record Co.

Formerly The Washington Press
179 W. Washington St. - Chicago, Ill.

Telephone Main 1950

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"PRINTERS' INK'S" FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

SELTER				UT.	
			-		
Cosmopolitan American Review of Reviews. World's Work Harper's Magazine. McClure's Metropolitan Red Book Scribner's Hearst's Sunset Atlantic Monthly Century American Boy Everybody's Motion Picture Magazine Photoplay St. Nicholas Boys' Life Munsey's Boys' Magazine Current Opinion	**45,749 30,903 26,509 24,696 \$23,755 \$23,180 32,428 21,947 \$16,845 \$19,195 22,407 17,362 20,765 \$112,040 \$16,053 \$116,053 \$34,428 \$116,053 \$116,053 \$116,053 \$116,053 \$116,053	1918 221,186 225,807 18,864 17,076 18,067 110,965 112,400 117,371 12,381 13,724 113,477 12,260 8,946 10,338 26,424 211,259 28,524 6,435 7,149 5,310 3,428	1917 225,494 224,028 24,310 21,488 18,104 11,067 12,762 11,336 11,336 11,601 9,189 11,067 5,092 3,617 7,800 6,287 4,209 4,942	\$15,435 23,586 21,177 18,770 \$24,755 \$19,006 8,281 14,155 \$15,192 6,776 13,162 8,340 10,282 4,562 5,645 6,769 3,587 6,450	114,76 111,02 111,02 178,62 179,63 178,57 171,48 69,14 61,24 60,81 52,79 51,07 48,63 39,83 29,349 22,475
Current Opinion	\$3,005	\$2,166	\$4,140	\$5,404	14,715
size.	437,325	263,557	278,689	285,519	1,265,090
WO	MEN'S M.	AGAZINE	S		
Vogue (2 issues) Ladies' Meme Journal. Harper's Bazaar Good Housekeeping Woman's Home Companion. Pictorial Review Deineator Designer Woman's Magazine McCall's Magazine McCall's Magazine People's Home Journal Modern Priscilla Mother's Magazine \$ Changed from standard to flat size.	. 125,820	88,683	93,839	99,620 33.627 45,005 \$44,166 23,400 18,969 16,855 14,860 11,012 13,897 9,478 10,680 7,641	
size.	562,597	353,030	320,016	364,074	1,599,717
*New page size.					
Vanity Fair Popular Mechanics Country Life Popular Science Monthly. House and Garden. Theatre Field and Stream House Beautiful Physical Culture National Sportsman Outing International Studio †Changed from standard to flat	16,598 17,160 15,815 221,131 215,015 210,174 4,458		\$58,006 35,5567 29,443 29,379 22,092 18,376 12,506 14,151 14,608 8,589 10,386 6,116 4,019	43,205 29,249 30,040 16,733 12,078 15,120 10,573 13,337 7,788 11,088 5,368 4,587	50,787 48,707 44,000 28,245 18,490
size.	329,926	210,715	263,238	254,453	1,058,332
WEEKI	IES (4 A	ingust iss	ues)		675,455
Saturday Evening Post. Literary Digest. Collier's Town & Country. Leslie's Scientific American. Life Outlook Christian Herald. 'Smaller page size	*137.006 *54.703 †48,354 *44.354 *33.684 23,245 20,016 *25,071	*14,923 15,654 12,745	73,590 57,968 †44,332 *34,299 23,274 *21,012 *23,120 *12,917 403,781	59,164 57,873 †34,618 *26,992 20,120 *28,322 *17,371 *12,768 351,485	138,292 108,101 87,502 76,161 63,501
†3 issues *5 issues					
GRAND TOTALS 2,	037,006 1,2	248,476 1,	265,724 1,	255,531 3	ADDRAFT OF

St. Nicholas Has Good Reason to be Optimistic!

Slowly, but surely, under no undue pressure, our 68,000 circulation is climbing to the mark we have set for this Fall-75,000 net paid. We are optimistic, too, over the way advertising men and women with vision are recognizing the need of making friends with the young folks to insure the future of individual business. It's sound commonsenseand ST. NICHOLAS is here to make it practical.

The present rate of \$150 per page, based on 50,000 net paid, makes ST. NICHOLAS one of the most economical, efficient and altogether desirable mediums to-day. For instance, \$1,800—the price of a black and white page every month for a whole year-accomplishes a tremendous lot toward

lst—getting the young folks' sales-influence now!

2nd—reaching the parents of this generation through their weakest points—their children!

3rd-turning these young folks of 10 to 18 into habitual lifelong customers, writing your story indelibly on unprejudiced and impressionable

This page a month for a whole year gives you plenty of time to create the best sort of business in these thousands of fine ST. NICHOLAS homes. Now is the time to get acquainted with these real folks. They buy in large quantities and the best of everything. Don't put off this business of advertising in ST. NICHOLAS. If it is so good for other fine, first-class people, why not for you?

Put ST. NICHOLAS on your next advertising list, and keep it there. Such an investment is like buying government bonds-safe, sound and practical.

Advertising Director.

OF

114,760 111,023 97,657 86,240 79,637 78,571 69,147

60,817 57,944 52,799 51,071 39,813 36,966 20,424

,265,890

407,962 174,222 164,820 109,110 102,728 82,919 65,914 65,794 55,517 54,848 47,538

599,717 230,495 49,193 16,387 78,602 64,862 54,078 52,740 50,787 48,707 64,000

18,490 6,849 5,873

The Little Schoolmaster's Classroom

THE Schoolmaster has noticed often the trend on the part of merchants in their advertising to do far more than sell their particular merchandise. The old commodity-exchange basis is past. The up-to-date merchant to-day sells convenience in shopping, invariable courtesy, disinterested advice, satisfaction and his own personality. One of the class sends the Schoolmaster a particularly good example of the man who applied this modern trend to an old principle.

Down in New Orleans, the D. H. Holmes Company some time ago found out that it needed more messenger boys. Tucked away in a usual "Help Wanted" column it first tried the same old kind of an

ad as follows:

"Wanted—Boys as messengers. Apply to Superintendent. D. H. Holmes Co., Ltd."

For over a week the Superintendent of the Holmes store waited patiently. He had jobs to sell in the store which he thought were good jobs, but nobody appeared. The City of New Orleans apparently didn't respond to a stereotyped appeal. George W. Reese, the advertising manager, was appealed to and he adopted the modern idea of selling the job as a good article just as any other piece of merchandise could be sold. His idea took a different form than the old stereotyped appeal.

His heading was: "An Adver-

His heading was: "An Advertisement For Boys—Addressed to the Mother of a Boy," and he ran it in the morning papers—four columns wide and 150 lines deep.

Here it is:

"Seven men, occupying executive and important positions in the great store of the D. H. Holmes Company, started as check or cash boys—messengers, they are called to-day. Step by step, from stockboy to salesman, from salesman to assistant buyer, from assistant buyer to buyer and even higher positions, they climbed that success ladder steadily. To-day they rank with the city's big men of business. They started young, as your son can start to-day. And your little fellow will start at Holmes' under conditions that, 20 years ago, were undreamed of. For instance:

"He will be provided with a neat

uniform;

"He will be paid a fair wage;
"He will be shown every consideration by his fellow workers and his superiors;

"He will have his morals super-

"He will be encouraged to at-

tend night school;
"He will be paid his wages when

he is sick;
"He will enjoy a dentist's serv-

ice and a physician's advice, with-

out cost;
"He will be served with a hot, nourishing, cleanly served lunch for as little as 5 cents a day;

"He will be brought into contact with the best class of people;

"He will be advanced in wages and position in accordance with a system which is based on his length of service and on his ment as he has demonstrated it.

"Holmes' just now needs numbers of boys. But what is needed is the right kind—lively, ambitious boys who will start with the opening bell and keep themselves going fast until quitting time comes. If your boy is such a boy as Holmes' wants, bring him or send him here at once."

On the first day the advertisement appeared, ten eager boys were on hand all anxious for jobs. Before the week was over, every position was filled and a big waiting list had been built up.

Selling a store to prospective employees is no different than selling it to customers, and a man who wants a desirable class of labor might learn something from this new idea in "Help Wanted" advertising.

The control of the co

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Pract Pract

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Going Early

New That

243 We

A FEW ESSENTIALS:

All the real news of the industry
The only weekly report of lumber
prices

The only Pictorial Section
No "writeups"

No "Personal Puffs"

Awasteless circulation—two editions
Practical Helps for Dealers in One
Practical Helps for Manufacturers
in the other

The largest circulation increase the field ever saw in 12 months

Going and growing bigger every day
Early advertisers using larger space
New ones coming right along

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LUMBER

Arcade Building, St. Louis
West 39th Street New York City

George Seton Thompson Co. Planning
Copy & Art | Advertising | Booklets
Circulars
Printing
Mailing | SERVICE | Catalogs
House Or SERVICE Catalogs House Organs 122 West Polk Street, Chicago

Wabash 7316

Circulation Manager wanted by a high grade, well established national Monthly. big opportunity exists for the man with a good practical knowledge of both newsstand and subscription methods.

A complete statement covering former connections and results obtained will be held in strict confidence. ."C. B.," Printers' Ink. 833 Peoples Gas Building, Chicago, Ill.

albert r Bourges CONSULTING PHOTO ENGRAVER

> FLATIRION BUILDING NEW YORK CITY ENGRAVING INSURANCE

COLLINS-KIRK

INC.

An agency proud of the fact that every one of its clients is worthy of most careful attention,—and in-sistent upon giving them what their worth merits.

ADVERTISING MERCHANDISED McCORMICK BLDG. CHICAGO, U. S. A





The Citizens-Union Fourth-Street Bank of Louisville, Ky, Recently opened its doors for buil ness. On the same day six of the larger banks purchased large at vertising space in two of Land ville's newspapers to extend the following joint greeting:

A WELCOME

The opening of the Citizens-Unian Fourth-Street Bank is an occasion for congratulations to its officers, direction

congratulations to its omers, usual and staff.

We extend a hearty welcome as well wishes to the Citizen-Usia Fourth-Street Bank and call public stention to the fact that the commercial progress of the city is based on sundand progressive policies practiced blocal banks and on the unexcelled basing facilities offered in the city of Louisville.

Such a production is interesting not only as a piece of co-operative advertising extending a generous welcome to a newcomer but as a medium emphasizing the standing of the city as a banking centre. It is an example worth following by other business institutions on the occasion of a new entrant marching out upon the field.

The Liberty Loan shark is not one of the least evil developments of the aftermath of war. In neek and dens on side streets of the larger cities and sometimes in pretentious offices on leading theroughfares, he calmly fleeces to more ignorant bond holders by taking advantage of their steb and cashing their holdings at amounts far below their just value Here is an opportunity for the banks of the country to circumvent these practices and at the same time do a bit of business for themselves, but not all of them are taking advantage of it.

However, a certain Indiana bank has taken needed action and is boldly advertising its service for bond holders under the heading "How We Buy Liberty Bonds # Face Value." It offers to buy al issues at par, issuing certificates of deposit for the entire process payable three years from date as bearing interest of 4 per cent able annually. Purchases f any one person are limited \$5,000.

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Another bank in the same city, which has about 100 mills paying heir employees weekly, is adverising its new automobile service, which will collect deposits and deliver pay rolls. In any industrial city this is a service that ought to

gain prompt results.

In response to changing needs and a varied business life, the lanks of the country are emerging from the spell of tradition and are developing their service departments wonderfully. But not all of them have yet realized the ralue of modern methods in adtertising such services.

What Advertising Agency

has a real opportunity for an energetic young sales executive with 12 years' selling and advertising experience, a good education and a fine personality?

B. C., Box 146, Printers' Ink



If You File Pate Cards You Need **Barbour's Rate Sheets**

Write Us Today 538 South Clark Street, Chicago

The Best Advertisement

can think of for my BETTER LETTER and BETTER SELL-NG BULLETINS is the fact that three out of every four concerns that examine these one-point-at-a-time aids to business-getting and huiness-holding are glad to pay the small fee I ask for the complete

On approval, free of obligation, to responsible inquirers.

KolandStall

First National Easton, Pa.

FOR CANADIAN ADVERTISING

SMITH, DENNE & MOORE

TORONTO

MONTREAL

George Seton Thompson Co.

Planning Copy & Art | Advertising | Booklets Circulars |
Printing | SERVICE | Catalogs |
Mailing | SERVICE | Catalogs |
House Organs |
122 West Polk Street, Chicago |
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A Massachusetts bank advertises s offer to buy Liberty Bonds to he same amount at par and acgued interest, provided the proreds are deposited with the bank. At the end of a year 25 per cent may be withdrawn. At the end of he second year 25 per cent more will be available, and at the end of the third year the whole amount or balance remaining may is checked out. Interest at 31/2 per cent annually will be paid every three months on the full amount or on any balance remaining and arrangements may be made through the savings department for the payment of compound interest.

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I can think of for my BETTER LETTER and BETTER SELL-ING BULLETINS is the fact that three out of every four concerns that examine these one-point-at-a-time aids to business-getting and insiness-holding are glad to pay the small fee I ask for the complete series.

On approval, free of obligation, to responsible inquirers.

Sholand Stall

First National Easton, Pa.

SMITH, DENNE & MOORE

High grade, result producing adver-tising salesman wants to represent publication in Western field or con-nect with a good organization. Many years' experience, thorough knowledge and favorable acquaint-

Open for immediate engagement. Address, "Results," care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

COVER THE TWIN CITIES and MINNESOTA with

Moving Picture Advertising

For Rates Write
THE SCREEN PRESS, Inc. 419 Andrus Bldg. Minneapolis, Minn.

When the East Reaches the West LOS ANGELES

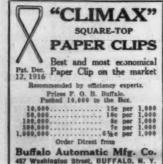
EVENING HERALD

The greatest week-day advertising medium on the Pacific coast.

DAILY CIRCULATION 127,773

ZEEN-YAH, O-H-I-O

XENIA, OHIO. Five out of every six people here—male, female and neutral—TAKE the Evening Gazette or Morning Republican.



lava Tea Should Be Advertised in United States

AN Americans be taught to ask for Java or Sumatra to through advertising? H. J. Wesels, of Bandoeng, Dutch East adia, believes that they can, It has advocated that Java and Sp. matra tea be advertised in the United States, in a letter to the Archipelago of Dutch East India. which reads:

"Now, it will be a matter of much importance as to whether Java tea planters will advertise tea only, or exclusively Java tea

"There is still some doubt as to whether America's consumption of tea, either green or black, is lare enough to merit the outlay which an extensive advertising campaign would necessitate. Java tea is already introduced into America markets, but what is wanting it a to induce the individual consumer to ask only for Java or Sumatra tea from his dealer.

"British India and Ceylon have brought all the pressure they could muster to bear on Canadian and Australian governments to force them to import only In this, however, grown tea.' they did not succeed and in their failure lies another potent reason for making Dutch East India products thoroughly familiar to the public.

"An advertising campaign car-ried on in the United States and Canada costing over glds. 80.000 -was inaugurated a short time and Japanese government by the Tea-houses were established, samples were shipped and various other steps were taken. The ultimate success of this campaign for various reasons left much to be desired.

Based entirely on its own metits, how far can the consumption of Dutch East Indian tea be in creased in America?

"If primarily we can convinct the tea-trade that our product is equal to that of Ceylon a great deal will have been accomplished.

American bought Ja mel of its a much imp ed on this t the price ver per unit

"Undoubted1 to leave the an ertising cam ally is to be of the big Anagencies. The loped in thei sing a new s nan nature in liverse aspect played up to.
"There is

ent folk in th nost correctly port of Me & Co., and f ising will be ective weapo nercial battle "Without d of tea in Am the near fut tes was pre but now our le to train th bink Java o

Group of in Jo The Ohio S ppers, at a uted an appr of the year evertising premisation. no rata assession covers the lareau of A an Newspap a group.

> At a bar dressing o type stence frames, 25 cabinets,

American Government has bought Java tea for the pernel of its army and navy, but much importance cannot be ced on this because of the fact at the price was 3 cts. gold

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tra tea . Wes-"Undoubtedly it would be well ast in to leave the arranging of the adertising campaign which evenmlly is to be carried on to one of the big American advertising gencies. These agencies have developed in their methods of adverising a new science in which hunan nature in all its complex and iverse aspects is considered and

played up to.
"There is no room for indolest folk in the tea trade' is a fact most correctly stated in the year report of Messrs. Brooke, Bond t Co, and from now on adverising will be one of the most effective weapons to be used in comnercial battles.

Without doubt the consumption of m in America will increase in the near future. Formerly black to was preferred to green tea, but now our aim, however, must le to train the American public to trink Java or Sumatra tea."

Group of Ohio Newspapers in Joint Campaign

The Ohio Select List of Daily News The Oato Select List of Daily Newspers, at a meeting in Cleveland, and as appropriation to be spent durifle year beginning October 1 for certaining promotion of the whole organization. This is to be raised by a rata assessment. The appropriation covers the List membership in the internal of Advertising of the American Carlos and 8 & group.

FOR SALE

At a bargain price, complete ad-freeing outht, including electric addressograph Machine No. F-1 sith counter attachment, grapho-upe sencil cutter, 15,000 stoncil name, 250 steel trays, five oak abinets, holding 36 trays each all in good order. Delivery Octo-ler I. "A. H.," Box 148 care P. I.

Secure Trade from South and Co America, Mexico, West Indies, Spain Portugal, etc. with and Contral ADVERTISE IN

EL COMERCIO Established 1875



The Oldest Expert Trade Journal In the

Circulation Audited by A. B. C.

Sample Copy, Circu-lar, Rates and full par-tioulars upon request.

J. Shepherd Clark Co. Editors and Publishers

BURNET L. CLARK, President & Mgr. 114 Liberty St., New York City

MERICAN UTLER

Official Organ of American Cutlery Mfrs., 5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

BUILDINGS

and BUILDING MANAGEMENT reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construc-tion and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

Vulcanizer & Tire Dealer

Published Honthly by CLASS PUBLICATIONS, INC. 418 South Market St., Chicago Serving The Associated Vulcanizors and Tire Dealers of The United States

MICHIGAN BUSINESS FARMING lichigans Greatest Farm Weekly! 80.000 PUSINESS 45 CENT ichion has 210,000 furms and over 5,000 farm Owners 10.M. Stocus Pub. Mt. Clomens, Mich

GIBBONS Knows CANADA'

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for excinsertion. No order accepted for less than two dollars and fifty cents. Case must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

CIRCULATION MANAGER wanted for live farm papers (Canadian). Big new field, life job and stock interest for able organizer, sincere, clean young man. Box 716, Printers' Ink.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 680, care of Printers' Ink.

OOPY AND PLAN MAN, capable of handling national accounts, wanted by well-known advertising agency. In replying state age, experience, salary expected and list accounts for which you have written national copy. All communications will be considered strictly confidential. Box 689, Printers' Ink.

WANTED-Assistant service ment manager, thoroughly experienced in ordering art work and engraving. Young man with a practical knowledge of production methods preferred; give full details of experience and salary desired when applying for interview. Roger W. Allan, 1182 Broadway, New York City.

Artist-We desire to employ the servwho can do figure work and designing and who is familiar with advertising and illustrating. The position will pay and who is familiar with advertising and illustrating. The position will pay from \$3000 to \$6000, depending entirely upon the ability of the man. Submit samples with your application. Box 683, Printers' Ink.

samples with a your control of the c send us examples of your work. State age, education, present position and salary expected. Only a man of unusual qualifications will be considered. Do not answer this advertisement unless you have them. Box 699, Printers' Ink.

WANTED-A live man to repre growing trade paper in Chicago tratter tory. The right man can make the tory four thousand a year with assured in Your thousand a year win assess in ture. Good, strong editorial sepon Will consider party now represents other papers. Interview can be arrange in Chicago about September 30th. With or wire at once. Box 702, Printers' like

Experienced circulation manager wad by Southern publisher of sum monthly business journals. Present culation in good shape, maintained by salaried staff and direct mail work. In man selected will have the hearty s operation of a real organization is creasing present circulation volume.

Address Box 681, Printers' Ink.

Men of Force And Character Cas (in In On unique opportunity. Experience selling syndicated ad-service-newspace direct-by-mail, billboard, street-car-osential. Largest manufacturer offen s clusive territory to those who qualify. On distributors make over fifteen thous per year. Address Merchants' Servi Dept. 1341 Diversey Pkwy., Chicago.

WANTED: FOREIGN ADVERTISING EXECUT

To be the resident representative as London of the advertising department of one of the largest America mericaturers. A great opportunity for the right man. Qualifications—energy, items, writing ability, advertising experience, resident knowledge of advertising amarket conditions in England and Irope. Reply, stating salary, are put of the representations of the resident salary are put of the resident Reply, stating salary, age and e-ce. Box 701, Printers' Ink. perience.

Circulation Manager Wanted

The most widely known and infer-tial farm paper in America wants a moof exceptional qualifications to the charge of its Circulation Department

The management is seeking a man be whom it can delegate responsibility for the operation of its Circulation be

This man must know the farm p field thoroughly and be fully cap of building circulation along so

The right man can make a most vantageous connection from viewpoor both present and future.

Farm Paper, Bot Address F Printers' Ink.

Myertising a writer. nly writers w aperience ne rtunity—you Box 696.

A publisher desires the ser as adve the East with vertising expe organization age, education expected. Bo

LIVE 80 Leading expo The man war The man war rience in sell Trade Journa of good appe-tunity for the tunity for the

> One of Ame manufacturer known line trucks requir grade salesma retail. Age n Truck experi tial, but mere ity necessary Sell y ing reference ent and past tail. Address

MOTOR

ADVERTISI lisher of trac tising solicito It i a job, for the is an associa and will ever tunity to inv the stock of who have ac work, salary, mandence a applicant. W

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We want a the advertis manufacture have brains Prefer a ma y essential. copy and folders and mility to e m opportu thance to g The plan New York.

Il the requ pur past e slary exp fact, sell u Printers' Ir hivertising agency desires high-class say writer. Must specialize in distinc-ine, forceful copy—woman's apparel, fully writers with actual agency or store operience need apply. Splendid oportunity—young, progressive agency.
lox 696, Printers' Ink.

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A publisher of educational monthlies desires the services of a capable young man is advertising representative for the East with office at New York. Ad-writing experience valuable, but char-mer and ability of development in the organisation more important. State es, education, experience and salary expected. Box 721, Printers' Ink.

LIVE SOLICITOR WANTED Leading export publication requires a first-class solicitor in New York City. The man wanted must have had expenence in selling space for Magazines, Trade Journals or Newspapers and be of good appearance. Splendid opportunity for the right man. J. G. Sander, 234 Fifth Ave.

MOTOR TRUCK SALESMAN

One of America's leading motor truck namufacturers, producing a nationally known line of popular-priced motor naminaturers, producing a nationality loose line of popular-priced motor trucks requires the services of a high-grade mamman who can sell trucks at tetail. Age must be between 35 and 40. Tank experience not absolutely essential, but merchandising and selling abil-Sell yourself in first letter, givily necessary. ing references, where employed at present and past selling experience in detail. Address Box 694, Printers' Ink.

ADVERTISING MAN—A western publisher of trade journals needs an advertising solicitor of brains, character and many solution of brains, character and every. It is an opportunity as well as a job, for the right man will be regarded as an associate rather than an employee, and will eventually be offered the opporunity to invest some of his earnings in the mack of the company. Only men who have actually made good need ap-ply. Write fully as to present and past ork, salary, etc. Letters will be in strict onfidence and will be returned to the uplicant. W. C., Box 693, Printers' Ink.

Advertising Assistant Wanted

We want a young man as assistant in the advertising department of a large assufacturer of machine tools. Must have brains and know how to use 'em. lave brains and know how to use 'em. frefer a man with some knowledge of machine tools, but this is not absolute-ty essential. If you can write technical copy and create real human-interest indeen and mailing pieces and have the ability to edit a house-organ, there is a opportunity for you here and a chance to grow.

The plant is located in Rochester, New York. If you are sure you can fill the requirements, write us fully of our past experience, stating your age, many expected and full details—in fact, sell us your services. Box 709, us your services. Box 709, Printers' Ink.

WANTED—Combination furniture and advertising man capable of develop-ing mail-order field. Young, married man preferred. Good salary. Address, Tucker Furniture Co., Oklahoma, City, Oklus

ARTIST

Young man thoroughly experienced in pen and ink and color work, sketches, layouts for cards, folders, booklets, etc.; one with previous photo-engraving or agency experience preferred.

Salary to start \$55.00 per week.

Excellent opportunity for advancement. Steady employment.

Send samples with application—same will be returned insured.

THE ADPRESS, 36 and 38 S. Paca St., Baltimore, Md.

IN WESTERN NEW YORK

is the largest industry of its kind in world

the world.

The advertising department has an opening for a young man. He should have had advertising experience because he comes to crease and execute—direct mail work, folders, booklets, and things which are as yet undeveloped. The salary is not fancy, but it is a mighty good opening to build up with an expanding, congenial business. Foto, please. Box 697, Printers' Ink.

Bookkeeper and Office Manager

Advertising agency has a permanent position with splendid opportunity for advancement open to a capable man who is experienced in agency accounting.

Applicant must be good correspondent, understand rate and contract figuring and be able to take charge of books. The agency has been established over ten years, is located in city of a million population between New York and Chicago, and its increased business necessitates some expansion in organization.

Replies must give age, agency experience, salary expected and all details. They will be kept in strict confidence.

Address Box 700, Printers' Ink

A real opportunity in long-established advertising agency for young man 18 to 20 with knowledge of engravings; accuracy and ability to assume detail responsibility will be recognized. "D. T.." Box 708, P. I.

REPRESENTATIVE WANTED Young, good education, some knowledge Young, good education, some knowledges business methods, preferred Southernborn. State salary with daily newspaper. Will train in subscription and other work later. Giving good Southern territory. Box 711, Printers' Ink.

LAYOUT MAN

High-grade printing office doing direct-by-mail work, catalogues, booklets and folders Large Southern city. Give folders. Large Southern city. Give complete details, including salary expected. Box 712, Printers Ink.

SALES EXECUTIVE WANTED Manufacturer of several nationally advertised lines looking for Sales Execuvertised lines tooking for Sales Execu-tive with both inside and outside expe-rience. Must be capable of handling big business and organizing and directing a sales organization. Mail photograph, giv-ing name and address, age, education, full business experience and salary ex-pected. All correspondence confidential. Box 684, Printers' Ink.

Artist—Retoucher

An opportunity in the Advertising Department of a large manufacturing concern is offered to a young man experienced in retouching photographs of mechanical subjects photo half-tone engravings. Location: Large Massachusetts town. Write experience, age and preferred wage. Box 722, P. I.

MISCELLANEOUS

Twelve Dollars a year brings to your desk fifty new ads a month on any sub-ject taken from papers of United States and Canada. Press Clipping Associa-tion, Buffalo, N. Y.

DOSTAGE. The magazine that tells how to transman act business by mail. A necessity in every business office. \$1.00 for exiz months. 25c. a copy. POSTAGE. 1 Medisee Ava., New York

Printing Plants and Businesses

Bought and Sold Printers' Outfitters American Type Founders' Products Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beckman St.
New York City.

WE WANT

suggestion or an idea for a nove publication, scheme, device or any lar imate plan that will keep our \$2000 lithographing, printing and binds plant going on a non-competitive bei A good proposition awaits the pan whose suggestion we can adopt to whose suggestion we can adopt dress Box 685, care Printers' lak

POSITIONS WANTED

YOUNG MAN wishes position is at department of advertising firm or on-mercial artist with chance of advanc-ment. Salary no object. But 74, care of Printers' Ink.

OF INTEREST TO EXECUTIVE Gentleman, age 25, possessing election and experience, would like to not promotion or production executive a need of reliable assistant with pol-judgment and initiative. Box 720, 7.1

YOUNG WOMAN with art and decorative training and experience would form an nection with concern or agency who as utilize a thorough knowledge of color and design along lines of home decoration with ability to create poster, labels and one ideas with selling quality. Box 601, P.I.

An Advertising Manager seeks non sentation for meritorious publication in central and western territory. Ils Cicentral and vestern terrory.

cago office. Proposition must enable in
to earn \$6000 or more per au.

Long experience. Financially respecte
Highest credentials. Address F. E. L.
727 Monadnock Block, Chicago.

WANT

a position with an advertising agenty or in the advertising department of a publication.

Am twenty-four, healthy, and a st-dent of the I. C. S. advertising come. References gladly shown. Salay of trivial importance, where opportunive exists. Box 715, Printers' Ink.

ARTIST Commercial artist wishes to get into a firm where a wide variety of wat is develop. Association with people of ing good work more important as salary. Box 706, Printers' Ink.

Perhaps I'm the Man

I know automobiles and trucks for headlights to tail light; pecunist al-solid tires from any and bush to jus-man; electrical distribution lises for power house to socket; and a god deal about hunting, fishing and car-

deal about hunting, fishing and using equipment.

I can sell, both personally and is mail; I can write letters that pall, is vertising copy that convinces, and secles that interest.

I am now writing copy for a set to get outdoors and hustle. As it perfect health, and a go-getter for dawn to dark.

Box 718, Printers' Ink.

Young m to advert where in nal adver knowledge quired. COP

Powerf

Nine ye cago, Ne Have sup counts. do. Mar Box 703, Advertis graduate, wants po

in advert company. согротаті Remuner -a real eration. YOU?

At prese partment middle w make a in becor vertising ing man else con partment main ob EXP

Practical duction assume i for enga nected wire ad touch w Box 690

> wishes t Age 36, sistant of the l lowing 1 handling 1200 ad 7000 na trade p will con

Adver

AN for you sentatio advertis experies with th advertis nection with a advertis from p their fic 605, Pi

Young man, now employed as assistant young man, now employed as assistant to advertising manager, wants position where initiative, ability to write origi-nal advertisements and pamphlets, and knowledge of advertising details are re-quired. Box 707, Printers' Ink.

OOPY WRITER AVAILABLE

OUF! WHITEE AVAILABLE:
Fowerful, constructive writer and
copy critic. Experienced idea man.
Nise years selling and writing in Chicago, New York and New England.
Have supplied ideas for big national accounts. Will rest my claim on what I
have done as a gauge for what I will
de Married. Available after Sept. 20.
Box 703, Printers' Ink.

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Advertising—Young man, university graduate, recently released from service, ants position with advertising agency or in advertising department of a growing company. Five years' splendid business experience in New York and Brazil with corporation of international reputation. Remuneration is of secondary importance -a real opportunity is the first consideration. Box 692, Printers' Ink.

YOUNG ADVERTISING MAN

At present in charge of advertising de-partness of national advertiser in middle western city, but would like to make a change. Would be interested is becoming connected either as advertising manager or assistant advertising manager for national advertiser, or else connection in copy or layout de-partment of agency. Single; salary not main object. Box 717, Printers' Ink.

EXPERIENCED PURCHASING AGENT OF PRINTING

Practical, thoroughly experienced pro duction manager or purchasing agent, to assume entire charge of printing manufacture in all its branches. Will be open for engagement October first. Now con-sected with one of New York's live-wire advertising concerns. Is in close touch with best printers of the city. Box 690, Printers' Ink.

Advertising Manager or Assistant

Avertsing manager vi vishes to connect with class publication. Age 36, married, now employed as as-sistant to advertising manager by one of the largest class publishers. Am fol-lowing reports of ten outside men, and handling all correspondence with over sowing reports of ten outside men, and handling all correspondence with over 1200 advertisers and a prospect list of 7000 names. Thoroughly experienced in trade publication work. Good correspondent and executive. Lowest salary will consider, \$3,500. Box 705, P. L.

AN UNUSUAL OPPORTUNITY

for you to secure New England representation. A clear-thinking, aggressive severtising man with fourteen years' experience and favorable acquaintance with the trade, technical and export stretisers of N. E. is seeking a connection that offers a real opportunity with a future. As such men rarely advertise this should attract a reply tem publications that are leaders in their field. Write in confidence. Box 69, Frinters' Ink. 605, Printers' Ink.

ARTIST

Good figure man, idea and layout. All round advertising experience. New York City preferred. Address Box 686, Printers' Ink.

COPY AND PLAN MAN
Keen analyst, forceful writer, capable account executive. Thoroughly experienced in agency work. The bigger the responsibility the better. Box 704, P. I.

COMMERCIAL ARTIST

Young man with real advertising ideas; versatile; thoroughly experienced in layouts, lettering, decoration. New York City desirable. Box 719, P. I.

DEMOBILIZED

from the Army, I want a position in California. Thoroughly experienced in publicity, sales, copy-writing and color work. Can furnish best of references as to character and ability. Box 682, care of Printers' Ink.

Advertising Manager, successful record on papers of 25 to 50 thousand circu-lation in both local and foreign ac-counts. Have organized and developed promotion departments. Best of refer-ences and will go any place where I may better myself, Prefer to locate west of the Mississippi River. Age 32. Married. Address Box, 710, care of Printers' Ink. Married. Ad Printers' Ink.

OUT OF SERVICE, OUT OF A JOB I want a chance to "catch up." Age thirty; happily married; twelve years' experience selling and advertising, but don't know it all. Formerly assistant advertising manager large munitions company. Will those who replied to this ad. 3 weeks ago, write again. Answers were not delivered by P. O. Box 698, care of Printers' Ink.

Advertising Manager For Sale Youth, brains and push, backed by sales and advertising experience. Knows how to analyze articles and propositions so as to plan intelligently, how to write convincingly, lay out and display copy properly. Employed, of course, but looking for a greater opportunity. Will gladly send samples of work at your say-so. W. J., Box 713, care of Printers' Ink. your say-so. Printers' Ink.

DO YOU NEED SALES MANAGER

in your business—who is willing to base his income on the results your increased sales and profits show?

Qualified by over 20 years of successful sales experience, 14 years as executive. Energetic, of good appearance and personality. Accustomed to responsibilities. Best references.

I want a Business Home with a strict-ly first-class concern, where my experi-ence, enthusiasm and ability will count to the mutual benefit of all concerned. Address, A. Alder, 728 Sheridan Road, Chicago. Chicago.

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Color

Nature expresses herself in color. To make visualization easy outdoor advertising permits the use of every shade and color. You can picture your product or package as it is—in the actual colors.



CHICAGO

NEW YORK

Largest Advertising Company in the World

Chicago Market Leads In Farms and Factories



This map shows the United States divided into 13 logical merchandising sonies. The dots indicate trading centers, and the lines the radiating influence of metropolitan newspapers. The following charts picture the proportion which wach sone has of:

VALUE OF FARM LAND

VALUE OF MANUFACTURES



Observe that the zone which is second in farm land value is sixth in value of manufactures, and that the zone which is first in manufactures is eleventh in farm lands. Only the Chicago zone leads in both. Here prosperous industrial cities flourish immediately surrounded by the richest agricultural section in the world.

In the next ad of this series the relation between community wealth and number of grocers will be explained

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write on Business Stationery for 1919 BOOK OF FACTS